

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 NASSAU ST., NEW YORK.

VOL. XXV. NEW YORK, NOVEMBER 16, 1898. No. 7.

THE TRUTH



CONTINUOUS ADVERTISING.

It costs the Royal Baking Powder Co. something like \$500,000 annually for advertising. Some one suggested to the company that it discontinue advertising one year, the baking powder was so well known and advertised, and place that amount, \$500,000, in the profits. The answer was that it would undoubtedly cost the company three times that amount to get the product in its original channels again. This is a pretty good pointer to those business men who imagine they are making a great saving when they discontinue a \$4 or a \$6-a-month advertisement a few months in dull season. It never pays to tear out a dam because the water is low.—
Kimball Graphic.

THE MEDIUM



The

Philadelphia Record

Average Circulation for October, 1898:

182,608 COPIES DAILY

RATE 25c. PER LINE.

149,288 COPIES SUNDAY

RATE 20c. PER LINE.

THE PROOF



"There are many advertisers who assert that there is no other American newspaper that gives advertisers more for their money than 'THE PHILADELPHIA RECORD.'"

**THE RECORD PUBLISHING COMPANY,
PHILADELPHIA.**



If you could look through the key-hole

If you could look through the key-holes of one million two hundred and fifty thousand homes you would see six million people reading "COMFORT." It is represented by every responsible general advertising agent.

W. H. GANNETT, Publisher, Inc.,
Augusta, Maine.

BOSTON OFFICE:
JOHN HANCOCK BLDG.

NEW YORK OFFICE:
TRIBUNE BLDG.

CHICAGO OFFICE:
MARQUETTE BLDG.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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VOL. XXV.

NEW YORK, NOVEMBER 16, 1898.

No. 7.

DR. PIERCE'S ADVERTISING.

AN INTERVIEW WITH DR. V. MOTT PIERCE, SON OF THE FOUNDER OF THE WORLD'S DISPENSARY MEDICAL ASSOCIATION—A HISTORY OF THE ADVERTISING METHODS OF A GREAT PATENT MEDICINE HOUSE—AN ARGUMENT IN FAVOR OF COUNTRY PAPERS—ADMIRATION FOR AD SMITHS—A VAST PRINTING ESTABLISHMENT AND A LARGE DAILY OUTPUT OF ADVERTISING LITERATURE—DETAILS OF A BUSINESS THAT HAS BEEN BUILT UP BY ADVERTISING—THIRTY YEARS OF SUCCESS—PRAISE FOR "PRINTERS' INK."

Right in the heart of one of the best of Buffalo's aristocratic districts are situated the World's Dispensary and the Invalids' Hotel and Surgical Institute, both of which were founded by Dr. R. V. Pierce, and are monuments to his great business success.

They are both palatial buildings, covering a large area, and both are built of brick with handsome sandstone trimmings. In the World's Dispensary, which fronts on Washington street, are manufactured all of Dr. Pierce's standard family medicines, and from this building all mail orders are sent, and, in fact, all the business of the concern is here transacted. The Invalids' Hotel adjoining is intended for the use of the numerous patients who go to Buffalo from all parts of the

country to be treated by Dr. Pierce for various ailments. Both edifices are sumptuously furnished and equipped with every modern improvement that the most luxurious fancy could suggest.

Anxious to have an advertising talk with Dr. V. Mott Pierce, the writer proceeded to his office on the main floor of the World's Dispensary, and met with a cordial reception. On stating his errand, Dr. Pierce explained

that while he would be glad to answer general questions about their advertising, there might be some queries put that he would not care to reply to.

"The business," he commenced, "was founded by my father, Dr. R. V. Pierce, in 1867, in a small way, and without any idea of the vast dimensions to which it was destined to grow."

"What mediums were first used in order to advertise the business?"

"Printed circulars, and Dr. Pierce's Memo-

randum and Account Books. In those days that was good advertising. It was something new, for the idea had not been used before, and people were glad to get the memorandum books and keep them for reference. They are pleased to have these books even to-day, for we put out 30,000 of them daily, but we do not regard the idea as at all new nowadays."

"How soon did your father commence using newspapers, Dr. Pierce?"

"Very soon after he saw that he was



DR. V. MOTT PIERCE.

likely to make a success of the business, and the number used has been gradually increased until to-day I suppose we are in about 3,500 newspapers, dailies and weeklies."

"Do you change the matter frequently?"

"Every insertion, and we have a reason for it."

"What is the reason, Doctor?"

"The changing of advertisements each day is based on the idea that a repetition of the same advertisement a number of times loses its force with the reader, he skips the familiar ad unconsciously, until the eyes rest on something new, when, from curiosity or need, he reads the display or the argument. If the argument or display is clear and forcible the reader is attracted favorably—if, on the other hand, it is weak, his impression of the goods advertised is that they're shoddy, poor, or without virtue, and he never gives them a second thought. There is another side to the question, of course. We recognize the fact that many successful business houses are built up and kept running by the constant repetition of a strong display advertisement. This is observed more especially with the advertising of the necessities of life—such as flour, baking powders, soaps, shoes, etc. It needs little argument to tell us that flour is good for us, that shoes must be worn, etc., but it is a question not easily settled whether even then the constant repetition of an advertisement, like drops of water wearing on a stone, is not a longer method of convincing the reader what to ask for when he goes to the store than the advertisement which appeals to his thinking mind. In short, in our opinion, it will always pay to use brains in the getting up of advertising; it should always hold first thought in the mind of the manufacturer."

"You believe in illustrated ads, I believe, Doctor?"

"Yes; advertisements which are illustrated add to their attractiveness and catch the attention; the masses of our people are attracted more and more by the daily papers which use the most illustrations. Note the increase in circulation of the so-called 'yellow journals.'"

"Do you advertise all the time or only in certain seasons?"

"We have year by year fallen less into the habit of using particular sea-

sons for advertising. All the year and all the time is the best."

"Do you usually insist upon position?"

"No; our large advertisements do not generally require position, and even the six-inch single-column cuts we use are so well displayed that they may be said to almost force attention."

"Proportionate to the cost, which do you think pays the best—the country or the city papers?"

"In our opinion the country papers pay the best—for money expended. The fact is, the local advertisers in the country papers have not had their wits sharpened by competition in their line of trade as the advertisers of the city have. In consequence their advertisements are not attractive, and the general advertiser gets the advantage. Of course an article which would appeal to the people of a large city might not attract the small townsman."

"Have you tried magazine, poster or street car advertising, Dr. Pierce, and with what result?"

"We do not use the magazines. Only last year we began the use of posters and signs. We have never used any street car sign advertising."

"What methods do you employ for tracing results?"

"We have no fixed method for tracing results, although in some years we did key our large advertisements by requiring a coupon cut out of the paper to accompany stamps for a copy of Dr. Pierce's Common Sense Medical Adviser."

"Now, as to the matter used in your ads, Dr. Pierce—is it prepared here in your office, or are the ads designed by experts?"

"Our advertising matter has been prepared by various persons, and at the present time no fewer than four persons are getting it up. We believe in variety and not a 'one-star' production. With all the numerous jokes at the expense of the 'adsmiths' which we hear nowadays, I have no sympathy. I believe their position in business and their line of work will soon be as necessary to all thriving concerns as the city editor's position is to a great newspaper."

"Is your advertising placed direct or through an agent, Doctor?"

"Our advertising is placed by our own traveling agents, Mr. Wm. C. Stewart and Mr. Wm. H. Stewart, father and son, and Mr. H. D. Flint."

"You seem to have ample room here for handling a large business?"

"Yes. Our laboratory, wrapping and bottling departments can prepare for shipment 15,000 bottles (or 100 gross) per day. We have our own printing plant in the building, with fourteen Hoe and other presses and eight folders. But even with these facilities we can not do all our own printing. Some of it is done in Chicago and some in Philadelphia. Every day we use about \$300 worth of one-cent stamps for mailing memorandum books and ladies' note books. To this you may add a force varying from 20 to 25 of our own distributors, who are traveling, and who put out about 20,000 more books daily in different States."

"Who really superintends all your advertising, Doctor?"

"Dr. R. V. Pierce, the president and founder of the World's Dispensary Medical Association, has always kept in close touch with the business, and his long experience and keen insight into the value of different papers in the United States enables him to successfully lay out the advertising campaign which the traveling men carry out. Then he is kept constantly posted by these travelers as to the changes taking place in these large dailies or weeklies."

"Have you suffered much from the evil of substitution, Doctor?"

"Possibly Dr. Pierce's remedies have suffered less from substitution than many or most others, but we firmly believe that the time will come when druggists and grocers—in fact all storekeepers—will put out the sign 'Come in and get what you ask for. We sell only the genuine goods.'"

"Are your goods regularly handled by druggists, then?"

"The proprietary medicines are sold through all dealers in medicines, but we do not claim for Dr. Pierce's Golden Medical Discovery or Dr. Pierce's Favorite Prescription that they are 'cure alls.' We ask the public to communicate with us. We'll try and tell them honestly what's the trouble, and in many cases we tell them the proprietary medicines are not what they need, but that they should have the personal care and oversight of a physician."

"Are your goods advertised or sold abroad, Doctor?"

"We have branches at Bridgeburg in Canada, and at 3 New Oxford

street, London, England. The goods are sold throughout the United States and Canada, in England, South America, Australia and Africa."

"Do you consider PRINTERS' INK a help to advertisers, Doctor?"

"We consider PRINTERS' INK a great help to advertisers. New ideas are suggested by the thoughts of others, and it leads the wide-awake advertiser to the consideration of his own advertising from an outsider's view-point. After all there's nothing so good or helpful as viewing ourselves as others see us."

"Might I ask what your annual advertising appropriation amounts to, Doctor?"

"That is a question I would prefer not to answer. If I named the amount some people would say it was a boastful lie, others would say there can be no merit in the medicines which require so much advertising. The inexperienced, you know, are foolish enough to believe that the virtue of an article alone will sell it, but such unfortunately is not the case. Our goods have long ago proved their merit, but they must be kept continually advertised to let the public know of it."

JOHN S. GREY.

DEPARTMENT STORE METHODS.

There is no better way to offset the encroachments of the great department stores than by employing their methods whenever and wherever practicable. The retailer should keep up a constant agitation in his community as to the goods and values he has to offer. If the business men who are constantly talking about and condemning these stores would say less and act more, matters would be a great deal better, for they do not seem to realize that by talking about them they are advertising them in a very good way. Every sane person knows that no competitor, if he has good business qualities, will constantly talk against another unless they are hurting his own business, and the people he talks to very often receive the above impression and attribute it to the fact that he handles a better grade of goods, and at more reasonable prices. Another thing that helps to make these big stores successful is that they advertise liberally in the daily papers, and by so doing they place all the important details of their store before the buying class of people. Women read the newspapers and no part of the paper is more thoroughly perused by them than the advertising columns, for the advertisements of to-day are as interesting as the news columns. If the business man would ape the methods of these stores and take a regular space in his home paper, and in that space tell the people what he has to sell in a pleasing way, and see that his advertisement is changed two or three times a week and filled with bright news of his store, we feel assured that in a very short time he would experience an increase in the business that would be agreeably surprising to him. If it pays department stores to do this why won't it pay him in proportion?—*Chester (Pa.) Times.*

PUERTO RICO AS A FIELD.

Mr. Robert Graham, a merchant of New York, has been telling the Merchants' Association a host of interesting facts about Puerto Rico. Here are some of them:

The masses are not great consumers of goods; they live very cheaply, their wants are small in the way of clothing, and very little in the way of articles to eat that an American family would want. However, there is a market in that island for anything they do use. There is a market for flour, corn-meal, and doubtless for corn. While grown there in small patches, I think most of their grain is sent from the United States. I did not see a grist mill in the whole island. The markets are somewhat different from ours, as they have been buying English, Spanish and French goods. There are certain goods that they will use quite freely, such as carriage and transportation goods, and goods pertaining to that class, and all goods pertaining to the horse. The horse there is entirely different from the animal we know by that name. The biggest horse there would weigh about 700 pounds, and the average about 600 pounds, so that all horse clothing and horse shoes and everything else will have to be comparatively smaller, practically the pony size in this country. Iron and brass beds they have been buying in England. No bed is of any use unless made with four high posts, a provision for covering the bed with mosquito netting. The beds are six feet long, instead of six and a half feet. Our bed springs would not fit unless made somewhat shorter. Then mattresses are not used at all; a blanket is thrown over the springs, a sheet over that, and a sheet over the sleeper, and a blanket convenient for emergency. Dry goods are very freely bought by the wives of the better class of the Spanish and Puerto Ricans, who use about the same materials as used by a similar class here; but the people in the interior have no great use for such goods. There would be a large demand for agricultural implements. The island is very mountainous, but there is a border of low land running all the way from two to four miles wide surrounding the island, almost completely used for growing sugar cane, while coffee is chiefly grown on the hills and mountain sides.

On the plateaus a very small amount of tobacco is grown. The amount of tobacco grown will be no factor at all in this market, although it is of very good quality. With regard to hardware, there is an enormous market. The sugar planters in the interior are buying the heavy American cast iron stove, and using it with considerable satisfaction. In other parts of the island, if properly introduced, oil stoves would be an enormous feature. At present a sort of brick counter, with three or four holes in the top, is used for cooking, etc. As to the method of baking, I think this is done mostly by professional bakers, and the so-called hotels have an arrangement similar to that of the baker. There are only a few cheap oil stoves used, as most of the natives could not use them without some sort of an educational campaign. There is a large market for canned meats; in fact, all canned goods. No fresh meat can be kept there. There are only three very small ice plants on the island; two in Ponce with a capacity of two and a half tons per day each. As a rule one is broken down. There is a plant of a somewhat larger capacity just across the bay from San Juan, at Bayamon. The killing and the supply of fresh meat on the island is a monopoly sold by the Spanish Government to certain concerns, no one else being allowed to enter the business. The meat is killed during the night or afternoon previous, and sold in the early morning hours of the day. The consumption of codfish on the island is simply enormous. I should think it is a very large factor in the ordinary diet of all classes. While the adjacent waters teem with fish, there is very little caught; only small lots, which are sold in the market places by local fishermen for immediate consumption, as there are no means of keeping it for transportation. The salt fish is shipped from Nova Scotian provinces. So far as I could find out, but little more than ten per cent of the people can read and write. School facilities are very limited. They have their country schools and their district schools, and the laws are very good in regard to compulsory education, but are never enforced.

ELLA—Where does Bella get her good looks from—her father or her mother?
 Stella—From her father. He keeps a drug store.—*Household Words.*

In Far-Off New Zealand

'Twas in November, 1896, I first heard of PRINTERS' INK. Mr. Acutt, representing Messrs. Parke, Davis & Co., of Detroit, placed in my hands a copy of *The Bulletin of Pharmacy*, for July, 1895. On page 306 PRINTERS' INK was mentioned. I sent for a sample copy. I received it (No. 11, vol. xiv). It quite astonished me. I subscribed shortly after. Each copy teaches me something about advertising I had not known before. Each copy impresses upon me more forcibly the value of PRINTERS' INK. Each copy impresses upon me more forcibly the wisdom of being thoroughly honest with each and every customer, be they ragged or black-clothed. I receive five trade journals and two advertising journals. Of the whole PRINTERS' INK is read most carefully, most thoroughly.

GEO. W. HEAN, Chemist.

EAST BELT, CHRISTCHURCH,
NEW ZEALAND, March 16, 1898.

Printers' Ink has over five hundred cash-in-advance subscribers in Great Britain, Ireland and the English Colonies, not counting Canada.

ON CHURCH ADVERTISING.

By Edith R. Gerry.

An advertisement, reduced to its lowest factor, is merely an introduction, nothing more. The whole world turns on advertising of different kinds. If there were no advertising there would be no acquaintance, no commerce, no "nothing." The first man who opened a store, and told his friends that he was going to do so, advertised himself. When he put up his sign he added another advertisement. The first person who entered the store went away an advertisement. And so on. There is no institution, no business, no profession in this world which does not advertise, the only difference being the method of advertising employed, whether it dates from before the flood, or whether it is modern and scientific.

The purpose of advertising is to accomplish results. So long as this is true, surely the advertising method which brings the result about most quickly and powerfully is the best.

Now, why should not churches advertise more scientifically? That they do advertise, the most conservative person, if just, can not deny. It is simply a question of changing methods, that is all.

The Church can have but one object—progress. Its progress—growth—depends solely upon its advertising. Religion itself has changed and broadened. Why should not the methods of making its influence felt also change? The methods of church advertising at present are antiquated. They belong to the time of the stage coach. Instead of utilizing powerful steam to reach a certain point, they prefer to be drawn along by hand. Surely the true Christian should be as eager to make a success of his church as the storekeeper is of his store. One forges ahead because he racks his brains for discovering honorable and progressive methods of doing so.

The only advertising most churches receive is from the pulpit. It is entirely inside effect. Its result depends entirely upon the congregation. The preacher pours forth his energy into his congregation, and if the congregation is sufficiently enthusiastic, they in turn will pour it into outsiders, but the church's advertiser—its congregation—is generally a bad medium, whose thoughts are not constantly on church matters, as a clergyman's must be.

When any attempt at church advertising has been made at all it has been undertaken by an amateur—one who has not studied the principles of the art—and the results have been unsatisfactory. The novice advertiser either turned out circus poster matter or went to the other extreme, and produced something so coldly dignified, so clearly religious, that the effect was probably the same as the ministerial garb has upon a wicked gathering—rather depressing.

Church advertising should be dignified, it is true, but it should also be cordial and simple enough to be understood by the most stupid person. It should be written in an every-day, forceful, truthful style, with no attempt at sermonizing.

The proper advertising would reach two classes of people—those who have no permanent church home and those who do not go to church at all. Many people do not go to church because they have acquired an erroneous idea of its character. The proper advertising would do away with this impression. And surely the proper advertising would influence those who went irregularly and to no particular place.

There are the newspaper notices, to be sure, but they are just about as attractive and interesting as John Smith's would be if he gave his address and said "dry goods" or "groceries." It is simply a column for those who are interested in church matters, and will not reach any one else.

If I were a preacher I should get up a dainty little booklet, telling in a genial, every-day way all about my church and its object. This I should mail to a selected list of names and addresses. Thereafter, every week, I should have printed dainty invitation cards, inviting the recipient to come to church on the following Sunday, and stating what the sermon would be about and all necessary facts. I should continue this regularly, and I believe it would prove profitable.

There is surely a time coming when churches will advertise. They will be driven to it. They will probably use display ads in both newspapers and magazines. The barnacles of conventionalism will be gradually worn away by sharp contact with progress, and the Church will not be ashamed of an honorable as well as the most powerful method of accomplishing her purpose in the world.

Price Reduced.
Standard Maintained.

The New York Times

ONE CENT.

"All the news that's fit to print."

GOODE'S NEWS AGENCY,

108 WEST 32ND STREET,

New York, October 19th 1898

Publisher,

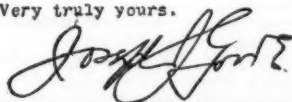
New York Times, City.

Dear Sir:

The success of the bold step of The New York Times in reducing its price to one cent per copy has been amply demonstrated as far as the Goode News Co. is concerned. Our order is now three times what it was before the reduction.

This is an unprecedented record and we desire to congratulate you upon it. The results attending the reduction of the price of the New York Times have exceeded our most hopeful expectations.

Very truly yours.



Goode's News Agency serves 300 Newsdealers in Manhattan Borough

The Modern Bicycle

**A COMPLETE
REFERENCE BOOK
FOR RIDER,
DEALER AND MAKER.**

160 Pages.

150 Illustrations.

**A History of the Bicycle
from 1816 to 1899, showing
the Improvements
Made, Discarded and Re-
tained up to the present
time.**

"Never before has any newspaper gone so extensively and thoroughly into the design and construction of the bicycle as The Commercial Advertiser has done in the 160 pages which go to constitute this compact volume. The practical value of the volume can not be questioned. The book is one, as its publishers justly claim, which should be read and preserved by every rider, dealer and maker of a bicycle."—THE WHEEL, N. Y.

"The Modern Bicycle" will be sent, post paid, on receipt of **25 cents**.

There is a wealth of information which it will be a pleasure to have in so convenient a form.

C. W. DICKERSON,
Pres. Sterling Cycle Works.

We desire to congratulate you upon having produced a very instructive and useful book to any one interested in cycling or the history of this great industry.

W. G. C. HUMES,
Adv. Mgr. Pope Mfg. Co.

We find it a very comprehensive little book relative to the cycle industry.

T. M. RICHARDSON,
Asst. Mgr.
Monarch Cycle Mfg. Co.

It contains interesting matter which we shall be pleased to examine carefully.

C. E. LOZIER,
H. K. Lozier & Co.

We congratulate you on the good work you have so successfully accomplished.

McKEE & HARRINGTON.

The Commercial Advertiser

PUBLISHERS

29 Park Row, New York

THE "SCAPA" AND ITS WORK.

"What is to become of our English landscape," asked Lord Rosebery, "if it is to be simply an advertising or sanitary appliance?" This question, once of chief interest to the person who drives or walks, or to the traveler on a railway journey, is coming more and more closely to concern new and rapidly spreading social groups—the bicyclist, the amateur photographer, or the golfer—with each fresh impetus towards an out-of-doors life. The benefit of this life, aside from the particular kind of fun which takes any particular person out of doors, is that it supposedly gives one back the natural conditions of our remoter ancestors, restoring their blessed freedom from the disquieting questions and worries of an artificial civilization. The irony of this is evident when to drive, or walk, or wheel, or golf, may be, and often is, to confront one's self with a thousand suggestions of disease through hideously placarded remedies.

England has a society—so far as has been ascertained it has no branch or fellow in America—to preserve and reclaim natural scenery from the clutch of "the modern highwayman," the modern advertiser. Its aim is not chimerical, since it does not undertake to abolish obnoxious advertisements. "A world entirely free from advertisements," wrote one of its most distinguished members, Sir E. J. Poynter, president of the Royal Academy, to a recent conference, "is a dream too enchanting to be realized." Its limited purpose is well set forth in its somewhat formidable title: "The National Society for Checking the Abuses of Public Advertising"—a title abbreviated for every-day purposes to the suggestively savage nondescript "Scapa." That modest aim is to "start scattered cases of blissful repose which little by little shall extend their borders." Its membership of more than 1,000 is not made up of mere sentimentalists, such as artists, although naturally enough many of them belong to it—it having included the late Lord Leighton and the late Sir John Millais. In that membership, by the evidence of Richardson Evans, Esq., the society's honorary secretary and energetic manager, are "many who are eminent as heads of departments, as jurists, political economists, or 'captains of industry.'

We are particularly strong in men of science."

Examination of the society's now somewhat voluminous literature—issued mainly as tracts for the times—discloses some unthought-of obstacles to its work quite apart from the inertia of an expected general indifference. For one thing, the profit to the advertiser's landlord is surprising. As Sir Leppel Griffin puts it, the "overburdened agriculturist can often get from his crop of posters more than he can get from his crop of wheat." In the South Islington district of London there is a small empty lot which, it is stated, is inclosed, while waiting for some one to build on it, "with immense hoardings announcing all the tradesmen in the neighborhood." These advertisements "pay a very fair interest on the actual value of the land." The society's ingenious counter-argument, so far as the country is concerned, is that whatever "spoils scenery"—to use an American phrase—drives English people to the continent when seeking country living, for there the nuisance is much less general. This argument has been pushed with tangible results at some of the English seaside resorts. Mr. Evans thinks it would even pay a syndicate to secure a tract of country, and advertise its freedom from advertisements as an attraction—a suggestion so full of delightful unmodern possibilities that one wishes the syndicate could be found to make the venture. In trying to educate public sentiment, too, it has to be remembered that the bizarre effects of garish colors, hideous pictures, and startling announcements, so offensive to the more cultivated, "positively brighten the life of some in the crowd." Taken away, these persons would actually miss something which varies the monotony of the daily journeys between home and work. That there is hope for the slow process of education is seen, as one member notes, by the great increase in thirty or forty years of the popular love for flowers. To-day they are sold on the poorer streets of London and other cities where once they were sold only on the more fashionable streets. In this connection one member suggests that popular magic-lantern exhibitions of advertising monstrosities (gathered by amateur photographers during wheeling trips) would greatly aid in popularizing the reform; while

another would agitate for a censor of advertisements—like the censor of plays—in the hope that the demand for discrimination might follow a wise administration of his office.

Ingenuity of invention in devising possible ways for suppressing the worst disfigurements of advertising is after all more than matched by the ingenuity of the advertisers themselves in inventing new monstrosities. The latest of these is reported in North London—a windmill thirty feet high, to whose arms are attached gaudily-painted advertising boards, ten feet square. In the face of such vicious aggressiveness, the society seeks to save the future of scenery by sane methods that will command general support. Only a few members seriously advocate a hopeless appeal to the government to bring in a bill, ostensibly for revenue, imposing a duty of so much per square foot on exposed advertisements, to compel advertisers to limit the size of their unsightly placards. But the society is earnestly and unitedly agitating for the Rural Advertisements bill, which proposes to give to county councils power to regulate advertising in non-urban districts. It is hoped that the House of Commons can be induced in the near future to appoint a commission of investigation. One of the great obstacles to progress is the lack by local authorities of power to act. Some twenty cases of attempts in various parts of Great Britain to check advertising abuses are reported in the society's last annual statement. In more than one of these resort was had to some curious expedient, as at Cardiff, where the corporation "tried to correct the evils of bill-sticking on the ground that the dropping of paste might endanger the clothes of pedestrians." Straightforward victories where the fight was made strictly on æsthetic grounds are also recorded. The most notable of these was the pledge obtained from the government by the vestry of St. Martin's-in-the-Fields to prevent the desecration of the Nelson column in Trafalgar Square by flashlight advertisements, "the mere menace of authoritative interference being sufficient to put a stop to the outrage."

It is gratifying to an American to note the testimony given by more than one member that, as one puts it, "there is less advertisement disfigure-

ment in America than in enlightened England." Another, who found in New York "some very fine rocks which extend for miles," noticed "a curiously colored patch, obviously painted over what had been advertisements." He was informed that they had been effaced by order of the municipality of New York because they were officially pronounced a disfigurement. This "beautiful range of purified rocks" was to him "the most delightful sight I had seen since I came to America."—*Scribner's Magazine*.

THE RIGHTS OF ADVERTISERS.

Whatever rights an advertiser has are based on his contract, and he can claim nothing for which he has not bargained, and agreed to pay. How many of the writers who discuss the rights of advertisers are aware of the fact that a newspaper that publishes in its columns its days of publication and its advertising rates is, under the law, a common carrier, and that it has no right to refuse the advertisement of any lawful business, if the advertiser makes a legal tender of the proper amount of money in payment? The newspaper publisher is governed by the same law that compels a telegraph company to accept and transmit messages. Should he refuse an advertisement for which his rates are tendered, he would be liable to an action in damages, and would be mulcted to the full amount of damages proven, unless he could show to the satisfaction of jury or judge that the advertisement was not a proper one. In other words, his published announcements of days of publication and of advertising rates constitute an agreement that the paper will be published at the times stated, and that advertisements will be inserted at the rates named. If he wishes to make reservations, they must be published with the notices of times and rates. It will be seen that one right of the advertiser is to have his advertisement inserted, whether the publisher wants it or not. Of course the compulsory insertion of an advertisement is exceedingly rare. There are hundreds of laws on our statute books that are seldom enforced. But the infrequency of their enforcement does not change their status as law. The fact that an editor may be compelled to publish an objectionable advertisement does not take away his right to censorship over the advertisement presented. On the other hand, the advertiser, having received that for which he has paid, has no right to complain if he is "roasted" in the editorial columns, with the qualification, however, that the editor must keep within the law in what he says.—*Newspaperdom*.

CHARACTER ADVERTISING.

The most natural advertisement is a sign above the door. This kind of advertising is as old as civilization. In ancient Rome, the sign of a saw indicated that the man within was a carpenter. A bushel measure was hung over a baker's door, and a branch of ivy, wrought in stone or iron, marked the tavern. Written characters were used in advertising some 200 years before the dawn of Christianity. On a street corner in the ruins of Pompeii is a sign which reads: "Visit the inn of Lianus; turn to the right." Another inscription in the buried city says: "A wine jar is lost from the inn. If any one bring it back, there shall be given to him sixty-five sesterces. If any one bring the thief who took it, double the sum will be given."—*Ad Book*.

IF YOU DON'T KNOW

which road to take

LOOK AT THE SIGNBOARD.

THE
San Francisco CALL

is the GREAT INDEX to SUCCESSFUL
ADVERTISING on the PACIFIC COAST.

Why?

Because
HOME
ADVERTISERS
who are on
the ground and
KNOW WHICH IS
BEST,
regardless of
what is claimed,
PATRONIZE THE
CALL
TO A GREATER
EXTENT



Why?

Because
The
CALL
is
more
widely
read
in
the
Homes

than any other San Francisco daily.

**Home Subscribers constitute
the great purchasing class.**

QUIT PAYING high rates FOR
CIRCULATION BURNED IN GARBAGE CREMATORIES
and Pacific Coast advertising will pay.

W. S. LEAKE, Manager, San Francisco, Cal.

DAVID ALLEN, Eastern Representative, 188 World Building, New York.

C. GEORGE KROGNESS, Marquette Building, Chicago, Ill.
(for district west of Pittsburg).

THE CORSET.

By H. P. Hubbard.

The French idea of how a corset advertises a woman's figure was neatly set forth some time ago in a book



RETIRING—AFTER DEVERIA.

by M. Leoty, of Paris, "the prince of corset makers," or "body tailors."

In a review of the book in a Paris magazine, *La Grande Dame*, are some illustrations from M. Leoty's book, which I reproduce without alteration, as showing the old styles of measurement and fitting as compared with the up-to-date styles of our English cousins, shown on another page, as well as those so thoroughly advertised in our own publications.

La Grande Dame's article, freely translated, is as follows:

Mankind is always interested in works on the feminine attire. They form part of a universal worship rendered to beauty, and they add interesting chapters to the study of the morals. The corset is of uncertain origin; it underwent a thousand metamorphoses before it arrived at its actual form, which now seems accomplished. All classes have given their attention to the subject, from scientists to medical men, with the most diverse points of view; but no one has been better fitted to reveal all the secrets of the art than M. Leoty.

He tells of it with a real charm and an almost incredible abundance of information. His interesting work we now have before us, and how rich it is in anecdotes, in judicious observations, in good advice!

"The best means of rendering justice to the corset," the author cleverly states, "is to dem-

onstrate, by quotations from the best writers, ancient and modern, that at all times there has been an absolute necessity for its use, and to help out your demonstration by showing the different transformations of Greek and Roman bands which have become little by little the corset of to-day, as near perfection as possible, and perfection established on principles of feminine hygiene and aesthetics."

The ancients used scarcely more than a belt, attached high or low, and sometimes supporting the bust. At the end of the fourteenth century the laced corset was invented. They used basquines or bustes, made of strong linen with a bust of linen or of wood, and also vertugales of taffeta, of which a prophet said: "The women who wear these have the devil as a companion."

The bust was made of whalebone or steel, or even of ivory or of silver, with elegant Arabesques incrustated, and this style was worn without covering. At the time of the Renaissance, corsets of iron made their appearance, very curiously made, and the feminine bodies were made martyrs in clasps of wood—instruments of torture that were worn only at the price of long suffering and cruel illnesses.

Under Henry the Fourth it was not allowable for respectable women to wear corsets of whatever make. This was permissible only in "femmes de joie," for whose honor no one greatly cared. Behold, nowadays, the body of the corset is made most harmonious and the cut normal.

Under Louis XIV. corsets were adapted on the inside to the structure of the bust. Is it right to attribute to them a fatal influence on the health of women? A certain M. Reisser, a Lyons tailor, claims that, well made, they are not harmful, but on the contrary, they are highly recommendable.

During the eighteenth century, corsets were made of satin, embroidered with flowers of gold chenille, others with flowers of silk, and still others with gold brocade. They elongated or diminished the waist, according to fashion. Under the Directoire they returned to the



AN EXPERIMENTAL CORSET—AFTER WILLE.

bands of the ancients. Under the Empire, the waist was made large.

This bad style has lately come in vogue again, but the danger will last but a short time. Long life to good figures, hygiene and æsthet-



STYLES OF CORSET ADVERTISING IN ENGLAND.

ics! M. Leoty intends to give out his good advice on this subject just as much as he intends to turn out masterpieces of his art.

His rare and interesting book, illustrated with fine engravings and ornamented with a truly artistic cover, white, with silver trimmings, is offered to our readers as a bit of wise counsel, full of pleasing experiences. And if

you desire to know the conclusion of the author's re-read and understand the words of Charles Blanc: "Hide and yet show; that is to say, let them guess and let them see; these are the two objects of the corsage. The corset is a necessary luxury, because a woman enhances the grace of her body above the waist; if her bust betrays some defect, she can, by a clever

adjustment, regulate it to satisfy all glances."

Verily, this is a morality that pleases us!

Now there is a story that evidently pleases Paris, and gives an idea of how the fair sex have for centuries been regulating their shape, to advertise, or show, to the unsuspecting world that she was, as far as could be seen, a thing of beauty, and therefore a joy at least until the deception was proved.

The specimens shown on another page show radically different figures from those of American ladies, in that the waists are longer. The English advertisers are more chary of showing the figure, and I presume they sell just as many corsets.

QUAKER OATS SAMPLING.

The American Cereal Co. get all the good out of their house to house distributing that it is possible to get. They spare no pains or expense to execute their well arranged distributions. They carry all their own men. We have just noticed their work in Cleveland. In covering Cleveland they employed five crews of six men each—four distributors (men dressed in the Quaker garb, a fac-simile of their trademark), one inspector and a wagon man comprised a crew. Even the inspector and wagon men wore uniforms. The samples were handed to the lady of the house by rapping and waiting call. The names of all streets covered were taken down, and in fact all worked like clock work. Signs were tacked and dealers were supplied with a liberal amount of advertising matter. The wagons are owned by the company and are got up in elegant style, and horses gaily decked with colored plumes. On market days the entire force turned out for a street parade, led by a trumpeter, and presented a very fine appearance. Much paper was posted on the billboards, and Gunning's force of painters came along behind and painted large signs on the dead walls. It is evident that this sampling is expensive under their system. We estimate that the cost per distribution alone will run close to ten dollars for 1,000 samples.—*Up-to-Date Distributor, Cleveland, O.*

A TRADE-MARK DIFFICULTY.

At the meeting of the Proprietary Association of America, President Doliber said:

"Enactments against the gangs of counterfeiters unearthed in Chicago in 1897 have been prosecuted by the firms interested. In one instance a conviction was secured, not on the charge of counterfeiting trade-marks and labels, but on the charge of obtaining money under false pretenses, by selling spurious imitations of the goods counterfeited. The judge decided "that in spite of other registrations, the laws of Illinois permitted any one to imitate or counterfeit any labels, trade-marks, signatures, names or addresses, or any other forms of advertisements, with impunity and without fear of criminal proceedings, if they had not been registered in the State." The case in which the conviction was secured was that of Rigaud & Chapoteaut, proprietors of Santal-Midy, against Edward C. Bottume. Bottume was convicted and sentenced to two years in the House of Correction. Practically the same condition in relation to trade-marks and labels exists in Georgia and Alabama, so that the value of proprietary rights in these States is almost nothing unless labels and trade-marks are registered in each State.

OLD-TIME WAR NEWS.

It is interesting to turn to the daily and weekly newspapers of a previous generation to note the manner in which the record of a war carried on entirely on American territory was kept. J. B. White, secretary of the Hamilton Trust Co., is one of those who have kept a complete file of the *Tribune* and *Frank Leslie's Illustrated Weekly* published during the War of the Rebellion, says the *Brooklyn Eagle*.

In the issue of the latter publication dated April 27, 1861, are illustrations of the bombardment of Fort Sumter on April 13th, with some description of the events leading up to the firing of the first shots of the war. The editor and proprietor of the paper, realizing the war had actually been precipitated, publishes the following:

"IMPORTANT NOTICE.

"To Officers and Others Attached to the Armies of the Federal and the Confederate States:

"I shall be happy to receive from officers and others attached to either army sketches of important events and striking incidents which may occur during the impending struggle which seems to threaten the country. For such sketches I will pay liberally. My corps of artists is unequaled in the country, and correspondents can depend upon their sketches, however rough, being produced in the finest style of art.

"Any gentleman connected with either army who will forward a small sketch as a specimen of his ability as a draughtsman will receive gratuitously *Frank Leslie's Illustrated Newspaper* for the coming year.

"Special attention is requested to this notice."

Unfortunately history does not record how many of the officers of the Southern army availed themselves of this generous offer, but it appears strange that the yellow journals of the present day did not take a leaf out of their more firmly established contemporary's book, and make an offer of a year's subscription free to Spanish officers who would forward sketches and reports. The Spaniards would have been surprised at the result, and the American people would doubtless have been amused.

The *Tribune* of those days made no great protestations regarding its intentions, but it managed to secure reports—a few days late, to be sure—but, nevertheless, careful, accurate and written by men of scholarship and discernment. There were no wood-cut head-lines in those days. The chaste and dignified "Spain Sees Her Finish," in letters four inches deep, had not come to the editors of the great dailies as an inspiration.

The news of the day was not given nearly so completely as it was during the war with Spain; but, after all, what there was of it was well nigh as reliable as gospel. Extras were less numerous, but they were worth purchasing, and were not to be used to heat the coffee-pot as soon as they reached home.

A study of the old methods is interesting, for it shows clearly what enormous strides have been made in journalism within the past thirty-five years, what great gains have been made, and what great dangers have rapidly been approached by some of the organs of "the new school."—*The National Advertiser.*

CHARLES A. STEVENS.

Charles A. Stevens came to Chicago from a little town near Galesburg, several years ago. He rented a small office in Central Music Hall, and sold silks by mail and otherwise. Soon he had a comfortable trade; he has increased his business until now he has one of the most imposing stores on State street.—*Hustler.*

In San Francisco

there are about 58 advertisers who regularly use the daily newspapers. Of this number

47 use the Bulletin

38	"	"	Examiner
37	"	"	Call
29	"	"	Chronicle
15	"	"	Post
13	"	"	Report

Detailed proof of this statement will be furnished to any one desiring it.


Does not this tell the story as to which is the favorite home paper and plainly show that the

San Francisco Bulletin

is considered to be the best advertising medium by the largest number of home advertisers, and consequently is the best medium for foreign advertisers? It brings results or it would not stand at the head of the list.

If you have not used it give it a trial. It will give you good results in return.

Daily Average during 1898, 34,049

 **Guaranteed by the Advertisers' Guarantee Company.**

BEST IN QUALITY—

—MOST IN QUANTITY.

Further information
from

**MR. F. K. MISCH,
Potter Building, New York.**

MOSES & HELM.

Some Things They Have and Have Not Done.

Measured in cold dollars and cents, we are to-day doing the largest and most successful advertisement writing and illustrating business in the world, bar nobody.

Our success has come more, perhaps, from what we have *not* done than from what we *have* done. For instance:

We have not wandered away in side paths after false gods.

We have started no agencies.

We have gone into no syndicates.

We have published no books or issued no newspapers.

We have formed no outside combinations and established no branches.

We have no connection whatever with any printer, lithographer or publisher.

We have not managed some other fellow's business half the time and our own the other half.

We have not gone into debt, and to-day do not owe a dollar in the world.

We have done no free work for the privilege of a big imprint.

We have done no exchanging or trading. Everything we buy is paid for in cash, and everything we sell is sold for cash.

We have not scattered "advice" broadcast to the winds, nor wasted time in telling people what they already know.

We have not secured work on our

own reputation, and then handed it over to a low-salaried assistant.

These things are said to emphasize the fact that Moses & Helm have kept their noses right down to the grindstone for over two years. We have been giving our clients the best there is in us. We have never permitted ourselves to be lured away from the straight and narrow path that leads to success on earth as well as to heaven in the hereafter.

When a business man sends us an order, it is filled just as well as Moses can write it and Helm can illustrate it. Each client has the satisfaction of knowing that we are not trying to grind a dozen axes of our own at the same time, but that we are holding his particular ax on the stone and bringing it to a keen edge. This has made our success. This is why Moses & Helm enjoy the distinction of outstripping the field in two years' time. This is the reason we have the names of many clients on our books who are rated by Bradstreet and Dun by the first letters of the alphabet.

Temptations to "branch out" have been endless, but we have never deviated a particle from the straight path. To give our clients the very best service to be had has been our sole endeavor. Following out this inexorable purpose, and keeping in advance of the field by being first to conform to new American conditions, we have the following announcement to make:

THE PHILIPPINES.

An Opportunity for American Manufacturers to Reach the Asiatic Markets.

The war with Spain has radically changed national policies and business conditions. Dewey's victory made the United States a country of colonies between sunrise and lunch time. It was the first step toward this nation's eventual and inevitable supremacy as the predominating commercial and naval power of the Pacific. It brought the United States into close touch with the enormous trade of the Orient, which in time must be controlled by our merchants and manufacturers. The base of operations will naturally be Manila, in the Philippines. Here will be established a distributing point for American products whose limits are impossible to foretell. Thence goods will be shipped across the narrow body of water that separates the millions of Asia.

How shall these millions of people, speaking strange tongues, be educated as to the merits of American goods? What form shall the advertising take? How can the consumer be most expeditiously and most economically reached? These are questions which two of our foremost clients have commissioned us to solve. It is proposed to visit the Philippines and adjacent countries and look the field over carefully, determining methods of publicity as actual conditions are met face to face. Opportunity will thus be offered to establish agencies, introduce goods, and supply confidential information as to what is necessary to inaugurate a successful business campaign there. We have reserved the privilege of representing two or three more American concerns whose lines of trade do not conflict with those of our other clients. If any reader of this is interested, his inquiries will get our prompt attention.

MOSES & HELM, 111 Nassau St., New York City.

FOR COUNTRY DRUGGISTS.

Mr. W. H. Tribolet, of Bluffton, Ind., sends the story printed below. The Little Schoolmaster has found it rather interesting, and prints it here in the belief that druggists who advertise will find it worth reading:

The city of Bluffton, Ind., is a fair example of several hundred other towns of 5,000 population in the Middle States, and the advertising principles laid down and carried out by Charles C. Deam, who is engaged in the retail drug business there, may be of benefit to druggists in towns of that size or less who have \$200 a year to expend in printers' ink. Mr. Deam started in the drug business ten years ago with little more capital than his credit, and now owns an \$8,000 stock, together with a bank balance sufficient to pay his advertising bills at least.

From the start Mr. Deam has been a constant and steady advertiser. First of all he has endeavored to secure a monopoly on all the proprietary remedies for the sake of the advertising. In the *Chronicle* and *Banner*, the two weekly county papers, he has control of the Bucklen, Chamberlain and E. C. DeWitt remedies. There are sixteen separate advertisements in each paper which end with the phrase, "Sold at Deam's Drug Store." While deriving the profit from the sale of these medicines he further has the benefit the advertising does his business, and the only expense is the extra quantity he must purchase to secure an advertising appropriation.

In addition to this Mr. Deam carries about twenty lines of local advertising in both papers separated into two or three paragraphs, for which he pays five cents per line. These local ads he changes regularly each week. Attention is paid to the season of the year when the articles advertised are most appropriate, seeds and paints in the spring, cough medicines in the winter and spring, blue goggles to protect the eyes during the threshing season, assoscedita during a whooping cough epidemic, a hog cholera remedy when a scourge is on, sage about Thanksgiving, spices in the canning months, etc. People read Mr. Deam's ads because they are new each week, and are appropriate to their needs. Two other methods are employed to cover the country districts. Every almanac, calendar or pamphlet issued by pro-

prietary remedy houses, in fact every piece of printed matter, has the name of Mr. Deam printed on it with a rubber stamp, and these are placed in the wagons of the farmers in the alleys, streets and feed yards every Saturday. By this method they reach the farmers' homes.

Fence painting is not indulged in by Mr. Deam as too expensive. He has just had painted 3,400 signs on muslin, 17 different forms, 15x24 in size, at a cost of \$38. These will stand the inclemencies of the weather for three years, and are easily tacked on trees, convenient fence posts and buildings, and are more conspicuous than the fence signs usually resorted to by the average country advertiser.

For publicity in Bluffton Mr. Deam uses nothing but window displays and the *Evening News*, the one being reciprocal in nature to the other. When he receives an invoice of pipes, one of his windows is filled with these articles, and his advertising is on the subject of pipes. Another day it may be Wool Soap or chamois skins, or trusses, but whatever it is they get the benefit of the advertising. He also attempts to catch the public at an opportune time. For instance, Buffalo moths made their appearance through Indiana this spring, and were a matter of general comment. In the *News* appeared the following advertisement:

The Buffalo carpet beetle is supposed to have been introduced into America from Europe about 1876, since when it has spread all over the Eastern and Central States, doing great damage. The adult beetle is about a quarter of an inch long, black with white spots, and a red stripe along the middle of the back. They lay their eggs in the carpet, and the larvæ feed upon the carpets. They are so small they can ruin a carpet before you notice them. You want to examine your carpets at once, and if you do not have them a little preventive will not hurt. A remedy that will kill them and their eggs is A. B. C. compound, manufactured by Chas. C. Deam. It is put up in quart bottles and costs only 25 cents.

Every bottle guaranteed.

Mr. Deam devotes his advertisements to timely topics, and uses nothing but reading notices among the local matter every other day, and no advertisement runs more than once. His advertising appropriation is \$1 a week in each of the two weeklies and about the same amount in the daily. His other advertising amounts to in the neighborhood of \$50. With this amount of money expended annually Mr. Deam has made a success in the same location where two other druggists have failed.

A year ago Mr. Deam took out the whisky department of his prescription case, and handles no intoxicants of any description. The fact is generally known that he is the only druggist in the city who does not sell whisky. There is no diminution of receipts from this new departure, which is a rarity in the State of Indiana, and perhaps is one of his best ads.

IN WINNIPEG.

A correspondent of PRINTERS' INK writes: Situated as it is, half way between the oceans and on the Canadian Pacific railway, Winnipeg is fast pushing to the front. A bleak Hudson Bay fur trading post twenty years ago and now a modern up-to-date city of about 45,000 population it is the natural wholesale center of Western Canada. Advertisers in Winnipeg, although by no means perfect in their methods, are not, as a former correspondent has stated, dead or sleeping. The whole city is permeated with enterprise and push. The departmental store is non-existent, and as a result trade is more evenly distributed and there are more advertisers. In fact it is doubtful if in any American city of the same size there are as many local advertisers. These incline rather to comparatively small advertisements, run regularly and kept constantly changing, than to larger spaces at less frequent intervals. In one respect the retail advertisers of Winnipeg have not realized the full possibilities of their location. In a few stores attention is paid to the mail order business with the surrounding country, and with marked success, but the majority of the firms have been chiefly directing their efforts towards city trade. Winnipeg is the only city of consequence between the Rocky Mountains and Lake Superior in Canadian territory, and is the center of all lines of railroad throughout Manitoba and the Northwest Territories. The newspapers cover thoroughly the whole territory, Eastern papers not being able to compete on account of the distance. Under the circumstances it is to be wondered at that merchants do not pay more attention to the mail order department of their business and develop to a larger extent its possibilities.

TO TRACE REPLIES.

A plan to trap the reader into telling where he saw the advertisement is to preface the firm name with various combinations of initials. This is misleading, especially when the same reader reads two or more publications in which the same advertisement is signed "X. Y. Z. Smith & Jones," "Y. X. Z. Smith & Jones," "Z. X. Y. Smith & Jones," "C. E. Smith & Jones," etc. About the fourth time he is "hit" he "tumbles," and his respect for that firm goes up into thin air. This plan may work well and permanently with a more or less ignorant class of customers, and will work for a time with the better class. It certainly must have been found successful for certain lines of business, for a large number of firms have been using it for some time. But as a rule it does not pay to do anything in advertising that will cause suspicion to be cast upon one. Another scheme of a similar kind is the custom so many houses have of inserting just before the street address some high sounding key, such as "Dept. C." etc. We have known firms, operating with nothing but desk room, to have more departments than Armour & Co.—on paper. The trouble is that this plan causes some mortification when such a firm's customers make calls.—*Advertising Experience.*

IN PHILADELPHIA.

The true meaning of the review of *The Record's* circulation in the past month is that the merchant who advertised in October, 1898, got the benefit of nearly 15,000 more copies daily for his business notice than he could possibly have got in the same month of 1897:

Oct.	1897.	1898.
1.....	164,997	186,427
2.....	170,712	150,399
3.....	125,832	181,816
4.....	165,783	180,455
5.....	165,717	180,504
6.....	165,823	180,224
7.....	165,926	180,161
8.....	165,826	183,936
9.....	171,249	149,384
10.....	125,606	180,545
11.....	165,571	180,666
12.....	166,261	180,391
13.....	166,151	179,093
14.....	166,171	179,809
15.....	166,416	184,573
16.....	171,797	147,445
17.....	125,033	180,159
18.....	166,283	180,936
19.....	166,481	181,572
20.....	166,906	181,397
21.....	166,727	182,248
22.....	167,499	186,397
23.....	173,331	148,257
24.....	127,218	182,394
25.....	166,664	182,216
26.....	168,379	182,108
27.....	168,123	181,630
28.....	168,745	180,652
29.....	168,821	184,610
30.....	175,251	150,964
31.....	129,148	180,262

Total daily and Sunday	4,995,648	5,494,240
Total daily.....	4,301,911	4,747,801
Total Sunday.....	693,737	746,439
Daily average.....	167,765	182,608
*Sunday average.....	126,747	149,288

A writer in PRINTERS' INK, the eminent New York authority, said recently: "It is the hardest work in the world for an advertiser to be sure of what he is buying. The only thing he can do in most cases is to take the lowest estimate he can find of a paper's circulation, and base his operations on that." The advertiser who buys *Record* publicity is driven to no such alternative; he gets the figures from the books, and the books themselves are open to inspection.—*Philadelphia Record, Nov. 1.*

ON HIS CARD.

A restaurant keeper in the Jelico and Coal Creek country of Kentucky has the following business card:

"Twenty-five cents an Eat—25 cents a sleep. The Edwards House, P. M. Edwards, Proprietor, Coal Creek, Tenn., Directly opposite R. R. depot. Not the largest hotel in the berg. Not newly furnished throughout. No free bus to trains. Not the best grub the market affords. But simply clean beds and something good to eat. Toothpicks and icewater thrown in. Try us! Pay up! And if not satisfied keep mum. Our city is composed mostly of hogs, diggers, merchants and lawyers, named in the order of their importance. Good cross-tie walks on all the principal thoroughfares."—*Ad Sense.*

HE KNEW.

"Every reader is a buyer," quoted the advertising solicitor to the reluctant one.

"How do you know that?" asked the advertiser.

"We have no free list," replied the truthful solicitor.—*Newspaperdom.*

What the New York Herald used to be to the United States, the Louisville Courier-Journal is to-day to the States south of Mason and Dixon's line.

—Printers' Ink.

Louisville Courier- Journal

DAILY,

SUNDAY,

WEEKLY,

(Now issued twice a week.)

Far-reaching in its influence and effect. A powerful puller, a payer and result producer.

Louisville Times

Leading afternoon paper and double circulation of any other.

The S. C. Beckwith Special Agency,

Tribune Building, New York.

The Rookery, Chicago.



Come and hear the children sing
 Ripans Tabules—just the thing.
 They cure the sick;
 They banish pain;
 One gives relief.
 And you can buy ten for five cents.

WARNING:—A case of bad health that R-I-P-A-N'S will not benefit. Send five cents to Ripans Chemical Co., No. 10 Spruce Street, New York, for 10 samples and 1,000 testimonials. R-I-P-A-N'S, 10 for 5 cents, or 12 packets for 4¢ cents, may be had of all druggists who are willing to sell a low-priced medicine at a moderate profit. They banish pain and prolong life. One gives relief. Note the word R-I-P-A-N'S on the packet. Accept no substitute.

A POSTAL EXPERIMENT.

It is an interesting experiment that is to be tried in Maryland, in Westminster and surrounding villages. Government has sanctioned the employment of a wagon pulled by two horses, that will be a traveling post-office. The driver is empowered to sell stamps and money orders, collect and deliver mail and prepare his collections for shipment on the train. Every man within two miles of his route has the right to leave letters for collection. They are to be left in a box, and there will be a collection daily. This will be a service to certain hamlets on that route that are too small to have a post-office of their own—places of forty or fifty people, perhaps, where people get their letters only by driving to the next town for them. This is not so radical an enterprise as might be supposed. The horn-blowing post boy of England and the pony express of this country antedated it by many years. The expense of

this thirty mile route will be \$1,375 a year, and the man who has taken the contract expects to make nothing out of it but his expenses, but he hopes to acquire other contracts that will become a good paying business. The existence of mail facilities will stimulate correspondence, so that the sales of stamps may prove to be a larger offset to the expense of such a route than would be supposed at first, and when one remembers the cost of the star routes out in the desert, where only a stray ranchman now and then was benefited, this real service will be seen not to be one of unreasonable expense.—*Brooklyn Eagle.*

LAST EDITION.

"What's the news?"
 "Crowell's tablets cure colds, Stacy is running a bankrupt sale, next Sunday's issue will contain an art supplement and a complete novel, and—I guess that's all."

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

CALIFORNIA.

Alameda (Cal.) *Bee* (2).—Is published the first of every month. It is three months old. Can promise any advertiser very good results if he will try our paper. The *Bee* goes into the libraries of over 200 high schools, and has on an average 200 readers in each school. Its subscription list is growing larger every day. The *Bee* has found it necessary to open an office in the East and also in San Francisco.

Los Angeles (Cal.) *Evening Express* (1).—The Los Angeles *Evening Express* guarantees its advertisers the largest circulation of any evening newspaper in California, outside of San Francisco. The Los Angeles *Evening Express* guarantees to its advertisers a larger percentage of home circulation in Los Angeles, compared with total circulation, than any other Los Angeles newspaper.

San Francisco (Cal.) *Wasp* (1).—The leading pictorial and cartoon paper of the Pacific Coast. Circulation 21,000 weekly.

COLORADO.

Denver (Col.) *Stockman* (1).—We circulate from the Missouri River to California, and from the Gulf of Mexico to Manitoba.

CONNECTICUT.

Bridgeport (Conn.) *Morning Union* (1).—There is no better medium in Bridgeport for legitimate business enterprise to reach the public than through the columns of the *Morning Union*. It is widely read in the homes of progressive and thrifty people, and, considering the character and circle of its readers, it furnishes the cheapest advertising that business can obtain. It is thoroughly representative both in its reading columns and in its advertisements.

New London (Conn.) *Day* (1).—Circulation: Total number printed from January 1, 1898, to September 30, 1898, a period of nine months, 964,886. Daily average for the nine months (234 days), 4,124. The *Day* prints one-third more copies than any other New London daily and five to six times more than any other New London evening paper.

Willimantic (Conn.) *Journal* (2).—For fifty years the Willimantic weekly *Journal* has been a welcome visitor in thousands of families in Willimantic and communities adjoining, and has long since won the confidence and support of its constituents. The *Journal* goes into hundreds of homes in Windham, Tolland and New London Counties, where a daily paper is seldom if ever seen. A paper of which all this can be said can not fail to be a splendid advertising medium.

ILLINOIS.

Chicago (Ill.) *Deutsche Warte* (1).—Is a secular weekly containing an elaborate agri-

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

cultural department, market reports, etc. It is read almost exclusively by country people, and may therefore be considered a valuable German agricultural advertising medium, second only to the *Haus und Bauernfreund*. Being a Chicago publication, it circulates mainly in Illinois and adjoining States, whereas the bulk of the *Haus und Bauernfreund's* circulation goes into Western and Northwestern States. Many advertisers have combined the *Deutsche Warte* and *Haus und Bauernfreund* to advantage. Both papers reach different readers, and therefore make an excellent combination.

Chicago (Ill.) *Household Guest* (2).—500,000 is our guaranteed circulation.

Chicago (Ill.) *National Rural and Family Magazine* (2).—Guaranteed circulation 45,000 each week.

Chicago (Ill.) *Orange Judd Farmer* (1).—Everybody says the farmer in the Central and Western States is the man with money just now, and what everybody says must be so. The *Orange Judd Farmer* can give you \$7,000 of these farmers each week, and there isn't any doubt but what you ought to make a little money out of them.

Galesburg (Ill.) *Mail* (1).—The actual average circulation of the *Mail* for the first nine months of 1898 has been: Evening edition, 2,947; weekly edition, 2,280.

Rockford (Ill.) *Star* (1).—Circulation, daily, 90 per cent by carrier; semi-weekly, 75 per cent within a day's ride of Rockford.

INDIANA.

Indianapolis (Ind.) *News* (1).—Delivered to houses in over 400 towns other than Indianapolis. Delivered to more than 22,000 homes in Indianapolis every day. Four-fifths of its circulation is delivered by carriers to subscribers.

Marion (Ind.) *Morning News* (2).—The average circulation of our daily last year was 2,000. The weekly is the best and most popular family paper in this county and has a circulation of 1,800.

Richmond (Ind.) *Evening Item* (1).—Circulation equal to all other dailies in Richmond.

Shelbyville (Ind.) *Shelby Democrat* (1).—Best advertising medium in Central Indiana. Circulation every week, 20,000.

IOWA.

Keokuk (Ia.) *Constitution-Democrat* (1).—Is popular with advertisers because money expended in space in its columns has proven profitable to the advertiser. Both the daily and weekly editions have the largest circulations of any Keokuk, Ia., newspapers. This circulation is in Keokuk and contiguous territory in Iowa, Illinois and Missouri.

KANSAS.

Clay Center (Kan.) *Times* (1).—Practically the only Republican newspaper published in Clay County. Practically only two papers in the county. This paper covers this territory.

Leavenworth (Kan.) *Times* (1).—The *Daily Times* has 7,240 circulation. It has 13,680 weekly circulation.

Topeka (Kan.) *Mail and Breeze* (1).—In

the last five years the *Mail and Breeze* has jumped from obscurity to the leading place among the weekly newspapers of the Mississippi Valley. No newspaper ever enjoyed more conspicuous proofs of public confidence. It holds a unique position in Kansas journalism. Although surrounded on all sides by daily newspapers of exceptional merit, the *Mail and Breeze* is indispensable in thousands of homes. There are over 1,700 post-offices in Kansas and the *Mail and Breeze* reaches nearly 1,000 of these offices. It has large lists of subscribers at every county seat in the State, and in nearly 100 of the leading cities the *Mail and Breeze* is sold every Saturday by newsboys. George P. Rowell & Co.'s American Newspaper Directory, the admitted authority on newspaper circulation, has been recently issued and makes the interesting disclosure that there are 572 weekly publications in Kansas; it gives first place to the *Mail and Breeze*, and accords to that paper a larger circulation than any other weekly. Three years ago this same Directory showed that 200 Kansas weeklies exceeded the *Mail* in circulation.

KENTUCKY.

Louisville (Ky.) *Pentecostal Herald* (1).—We have not printed and mailed to actual subscribers less than 22,000 copies since the 1st of January, 1898, nor less than 23,000 since March 1, 1898; we will also guarantee that we have more actual subscribers than the two largest weeklies published in the city of Louisville or of any one weekly religious paper south of the Ohio river.

MAINE.

Waterville (Me.) *Sentinel* (1).—Is a live weekly, and has the largest circulation of any newspaper in the vicinity of Maine's best city.

MARYLAND.

Lonaconing (Md.) *Star* (2).—Is now the only all-home print paper in this prosperous mining city.

MASSACHUSETTS.

Boston (Mass.) *Evening Record* (1).—Daily circulation averages 100,000 copies. The largest evening circulation in New England.

Chicopee (Mass.) *Herald* (1).—Not the leading paper in the country, but the only one in Chicopee.

Haverhill (Mass.) *Evening Gazette* (1).—Actual circulation: For the six months ending June 30, 1898, total number of papers sold, 1,370,415; average daily circulation (155 days), 8,841.

Lowell (Mass.) *News* (1).—Was the first Lowell paper to publish a detailed statement of circulation. Has the largest subscription circulation of Lowell afternoon dailies. It is the home paper of the people. Has double the suburban circulation of any Lowell daily.

Springfield (Mass.) *New England Homestead* (1).—There are 36,000 good honest farmers in New England who might be interested in what you have to sell, if given the opportunity. You can't get these 36,000 to listen to your story only through the *New England Homestead*.

MICHIGAN.

Akron (Mich.) *Argus* (2).—The Akron *Argus* and the *Reese Record*, with headquarters at Akron, Mich., cover between them practically all the eastern half of the Saginaw Valley and the western and northern portions of "The Thumb" of Michigan, that is, as far as English reading and speaking people are concerned. Combined their circulation is over 1,100 weekly, which in this territory means about all that can be had. This circulation is made up of bona fide paid-in-advance subscriptions, mostly obtained by personal work, and represents the best class of people in "The Thumb." Our papers reach every town and hamlet from the Saginaw river and bay to a

line drawn north and south through the center of Huron County, covering four counties almost entirely. This, for a country weekly (both papers are published simultaneously and printed on the same press at Akron), is a gratifying outlook and will give advertisers much better service than any other medium in this vicinity. No "questionable" advertising is admitted at any price, while our news columns are equally free from objectionable features.

Grand Rapids (Mich.) *Michigan Fruit Grower* (1).—The best advertising medium in Michigan for reaching dairymen, fruit growers and gardeners.

Metamora (Mich.) *Cross Roads Weekly* (3).—Leading Republican newspaper of Lapeer County. Circulation, 1,300 copies.

Saginaw (Mich.) *News* (3).—The average circulation of the *Semi-Weekly News* during September was 10,000 copies per issue. This is the largest circulation ever obtained by a Saginaw newspaper, and exceeds that of any other weekly or semi-weekly paper in the State outside of Detroit. The field of the *Semi-Weekly News* is the territory surrounding Saginaw. Its subscribers and readers are farmers and residents of the towns tributary to Saginaw.

Saginaw (Mich.) *Post Zeitung* (1).—Is the best German weekly in Michigan. Larger circulation than any other German weekly in Michigan. Reaches all the Germans of the Saginaw Valley. The only German weekly newspaper in Michigan that is edited and published wholly as a weekly. All other weeklies and semi-weeklies are either published in conjunction with a daily, use news plates from a distant daily or auxiliary sheets.

MISSOURI.

Joplin (Mo.) *Herald* (1).—The leading newspaper of the lead and zinc district of Missouri and Kansas. Its ore output reports are authoritative.

NEW JERSEY.

Paterson (N. J.) *Press* (3).—Has greatly the largest and authentically the best circulation for advertising purposes in this city.

NEW YORK.

Canistota (N. Y.) *Republican* (1).—Is the leading newspaper of Canistota. As an advertising medium for Southern Steuben the *Republican* is unexcelled.

Mount Vernon (N. Y.) *Chronicle-Record* (1).—Has the largest circulation of any paper in Westchester County. Advertisers get the best results from its columns.

New York (N. Y.) *American Agriculturist* (1).—The *American Agriculturist* doesn't have to go outside the Middle and Southern States to offer advertisers a circulation of 72,000 copies, weekly, sworn to. This is twice as large as any other weekly in this section, but the cost is less. Circulation in New York State alone, 32,000.

New York (N. Y.) *Catholic News* (1).—Recommended by the Catholic hierarchy, the clergy and the leading periodicals as a model family paper. Circulation the largest of any Catholic journal in America.

New York (N. Y.) *Collier's Weekly* (1).—Average paid circulation of *Collier's Weekly* for past six months: During April, 88,934 per week; May, 98,863; June, 103,116; July, 132,271; August, 139,438; September, 153,427. This increase of 29,000 was due in some measure to the unusual demand for illustrated weeklies, containing pictures of the war; but the maintenance in August and September of this same circulation, together with an additional increase, was a substantial tribute to the merit of *Collier's Weekly* in times of peace. The issue of October 15th requires 170,000 copies.

New York (N. Y.) *McClure's Magazine* (1).—The advertising rates for *McClure's*

Magazine are lower than for any other magazine, on the basis of guaranteed circulation.

New York (N. Y.) *Omega* (1).—Guaranteed circulation will not be less than 20,000 per month.

New York (N. Y.) *Outlook* (1).—Advertising rates based on 50,000 circulation. Average weekly edition for the last three months, 79,076.

New York (N. Y.) *People's Home Journal and Good Literature* (1).—Average circulation of the two publications for the first nine months of 1898, 536,444 copies monthly.

New York (N. Y.) *Popular Science News* (1).—Largest circulation of any similar paper in the world. Average monthly circulation during 1895-6-7, 15,653 copies of each issue.

New York (N. Y.) *Society Times* (1).—Guaranteed circulation, 20,000.

New York (N. Y.) *Times* (1).—If the best is not too good for you, use the New York *Times* when you advertise. Volume and character of circulation and advertising rates considered, the New York *Times* is the best advertising proposition in the United States.

Utica (N. Y.) *Saturday Globe* (1).—Being strictly a family newspaper, with a large circulation among the well-to-do classes, makes it an excellent medium for advertisers of legitimate and clean business.

Walton (N. Y.) *Times* (1).—State of New York, Delaware County, ss. Personally appeared before me, this 10th day of October, 1898, William H. Eells, who, being duly sworn, deposed and said that he is the editor and proprietor of the Walton *Times*, a weekly paper published at Walton, N. Y.; that the bona fide circulation of said paper is more than 2,500 copies weekly, and that the average weekly circulation of said paper since January, 1898, has been more than 1,950. W. H. EELLS. Sworn to before me October 19, 1898. A. G. Patterson, Notary Public.

NORTH CAROLINA.

Kittrell (N. C.) *Strawberry Specialist* (1).—Guaranteed circulation, 10,000, covering the whole United States.

NORTH DAKOTA.

Grand Forks (N. D.) *Herald* (1).—The advertising medium of North Dakota and Northern Minnesota. Circulation largest in the State; daily and weekly editions.

OHIO.

Dayton (O.) *News* (2).—We are the only Democratic paper in this Democratic city of 100,000 inhabitants, and also this strong Democratic district of 250,000. We are the only Dayton paper that has passed the "boiler plate" stage. We are the only Dayton paper getting out three editions daily. We have a circulation which is more than equal to that of all the other papers combined here, and we feel confident that the results from advertising in our paper will be greater than those from any other here.

Delphos (O.) *Kleeblatt* (1).—Has the largest circulation of any paper published in Delphos, and reaches the German population of Allen, Van Wert, Putnam and Paulding Counties, generally.

Hamilton (O.) *Republican-News* (1).—Guaranteed circulation—Daily, 5,000, Weekly, 4,000.

Springfield (O.) *How to Grow Flowers* (1).—Circulation guaranteed to average 100,000 copies monthly. Actual average 1897, 43,668 copies monthly. Actual average first half of 1898, 108,333 copies monthly.

Springfield (O.) *Woman's Home Companion* (1).—In textile advertising the *Woman's Home Companion* at \$1.75 a line for over 300,000 subscribers—million and a half readers—is the best profit-returning woman's magazine in America for high-class specialties.

ONTARIO (CAN.).

Guelph (Ont.) *Mercury* (1).—Sworn circula-

tion for 1898—Daily, 1,550, Weekly, 4,750. The *Mercury* covers the great stockraising country of which Guelph is the center.

London (Ont.) *News* (1).—The total circulation of the two editions of the *News* exceeds by at least 1,000 copies daily the total circulation of either of its contemporaries. The American Newspaper Directory, the recognized authority on this continent, credits the London *Daily News* with the largest circulation of any daily paper in Western Ontario.

Ottawa (Ont.) *Evening Journal* (2).—Second only in circulation to Toronto dailies in Ontario. Leading paper of the capital.

Toronto (Ont.) *News* (1).—Circulation: Grand total for six months, ending June 30, 1898, 6,676,085; daily average, 43,635. Last year's sworn daily average was 39,779. The gratifying increase is the best proof of the growing popularity of Canada's favorite home paper. Our advertising rates are lower per agate line per thousand of circulation than those of any other paper in America. If you wish to reach the Canadian field no arrangement you can make would be at all complete that did not include the Toronto *News*.

Toronto (Ont.) *World* (1).—Circulation—daily average first nine months 1898, 25,231.

PENNSYLVANIA.

Greensburg (Pa.) *Press* (1).—Daily *Press*, circulation 3,400, circulates by carriers in 65 towns in Westmoreland County, and other post-offices by mail. *Semi-Weekly Press*, circulation 3,500; it is sent to every post-office in Westmoreland County. It reaches the farmers.

Harrisburg (Pa.) *Star-Independent* (1).—Conceded by all authorities to have the largest and most firmly established circulation in Central Pennsylvania. Eight thousand average daily issue. Ninety-five per cent go into homes.

Philadelphia (Pa.) *American* (2).—The *American* is closely read, has exceptional influence with its readers, and is very generally preserved for future reference. It has age and stability, is well and widely known, and has a strong following. The *American* is admittedly the leading People's Party paper in the country. The fact that its editor, Hon. Wharton Barker, is the nominee of that party for President of the United States in 1900 naturally gives the paper great weight with the Populists. There are not more than half a dozen People's Party papers with national circulations. To reach Populists it is necessary to do so through their own papers, and for obvious reasons no paper appeals to them more strongly than the *American*. It also appeals very strongly to intelligent people of all parties, occupations and walks of life, who take any interest in current events, public affairs or literary subjects, for it treats all these topics comprehensively and with acknowledged authority. We think advertisers will find it to their advantage to thoroughly inform themselves as to the *American* before placing any further business. If they prefer to ask their advertising agents for information, we shall be quite satisfied.

Philadelphia (Pa.) *Evening Bulletin* (1).—During the nine months from January 1 to September 30, 1898—a period of 233 days—the total number of complete copies of the *Evening Bulletin*, not including damaged sheets, unsold copies or office papers, was 27,709,507, making an average of 118,024 copies per day for the period named. William L. McLean, publisher.

Philadelphia (Pa.) *Tobacco World* (2).—Our actual circulation since July 1 last has exceeded an average of 5,600 weekly. As an advertising medium the *World* can not be overestimated.

Pittsburg (Pa.) *Catholic* (1).—Is the only

Catholic paper through which advertisers can reach the large and influential Catholic population of Western Pennsylvania, Eastern Ohio and West Virginia. Statistics show that there are 300,000 Catholics in Western Pennsylvania alone. The field of the *Catholic*, as defined above, is one of the richest and most prosperous in our country. It offers to advertisers advantages excelled by no other paper.

Washington (Pa.) *Reporter* (1).—Daily, average for 1897, 2,885. No other paper in the county even pretends to have such a circulation. No other publishers make affidavit to circulation. Started in 1876 with 500 subscribers. Slight but steady increase each year, without exception. Circulation first six months of 1898 averaged 3,176.

Williamsport (Pa.) *Grit* (1).—Recognized as the leading newspaper in Pennsylvania outside of Philadelphia, and exceeding in circulation all papers outside of that city. It reaches more people in the interior of Pennsylvania than any other publication. The only paper covering thoroughly the interior of Pennsylvania, being read in every city, town and hamlet by the purchasing people. An advertisement in *Grit* will reach as many Pennsylvanians as if placed in 100 county newspapers throughout the State and at one-tenth the expense. Its advertising being limited to four columns or less makes big display unnecessary. Every advertisement, no matter so small, is sure to be read. By *Grit's* system of printing the local news from each section in different editions, it supplies the field of both a local and general newspaper. Is delivered by its own agents, and carries every Saturday and Sunday morning in over 1,200 cities and towns throughout the State. Many Pennsylvanians read nothing but *Grit*. It reaches all classes, principally people in cities and towns of less than 5,000 population, and at a time when readers have leisure to peruse it thoroughly. Its columns are eagerly read by every member of the family. Space in such a family publication as *Grit* is always decidedly more valuable than space in the hastily scrutinized daily. May be found on sale in every State east of the Rocky Mountains, as the general excellency of its many special features, found in no other paper, have created a demand in every section. Its present average bona fide circulation is in excess of 90,000 copies weekly, distributed mainly by its own agents and newsboys, at the homes of its readers in Pennsylvania and other States east of the Rocky Mountains.

RHODE ISLAND.

Providence (R. I.) *Evening Telegram* (1).—The *Telegram* during September carried 16,247 "want" advertisements, or 12,353 more than its nearest competitor. The *Telegram* daily carries more classified advertising than all other daily newspapers in Rhode Island put together. What is true of its "want" advertising is equally true of its general advertising. During the past five months it published 132,516 inches, against 115,071 by its nearest competitor—a clear lead of 17,445 inches. This lead was not the result of any special booming—it was simply a sample of the *Telegram's* business. For the past seventeen months the *Telegram* led its nearest competitor 64,914 inches. The reason for this is plain. Advertising in the *Telegram* gives better results to the advertiser than in any other newspaper published in Rhode Island. The *Evening Telegram* guarantees a larger circulation than that of any other daily newspaper published in Rhode Island, while the *Sunday Telegram* guarantees a circulation four times that of any other Sunday newspaper published or circulated in Rhode Island.

SOUTH DAKOTA.

Sioux Falls. (So. Dak.) *Argus-Leader* (1).—

A glance at the *Argus-Leader's* history demonstrates how rapidly it has gained with the people of South Dakota. Read the story of improvement, despite the hard times:

1890—An obscure, four-page, evening local paper.

1891—Increased in size to eight pages.

1892—Put on full Associated Press dispatches.

1893—Issued both morning and evening editions.

1894—Put in three Mergenthaler linotype machines.

1895—Instituted an elaborate State correspondence bureau.

1896—Increased its typesetting 50 per cent.

1897—Instituted a special market report page.

In 1898 the *Argus-Leader* had less than 1,000 circulation. To-day it has upwards of 5,000. No other paper circulating in South Dakota has two-thirds as many.

TENNESSEE.

Chattanooga (Tenn.) *Tradesman* (1).—The circulation of the *Tradesman* is co-extensive with the South. It is sought for, consulted and closely read in every industrial plant of consequence in the entire South and Southwest, and circulates chiefly among manufacturers in all branches of wood, iron and textiles, among the hardware, tinware and plumbing establishments, contractors, architects and builders, railroad officials, the master mechanics and chief engineers. It is found at every leading hotel, library and reading-room in the entire South, at the leading banks and among prominent officials throughout the South and Southwest. It is the accepted authority, from a Southern standpoint, on all industrial and cognate subjects, and reaches the advanced thought and intelligence in these branches everywhere in the South.

TEXAS.

Denton (Tex.) *Denton County Record and Chronicle* (1).—A bona fide circulation of 2,250 copies, which is twice the number printed by any other Denton County newspaper.

Houston (Tex.) *Texas Railway News and Illustrator* (2).—Now in its fourth volume, and we have succeeded in building it up to a circulation of three thousand five hundred copies, making about ten thousand readers.

Waxahachie (Tex.) *Light* (1).—The daily and weekly *Light* covers Ellis County. Guaranteed circulation, daily 725, weekly 3,500. Advertising rates very low.

VIRGINIA.

Lynchburg (Va.) *News* (1).—Only morning paper in Lynchburg. Circulation largest of any paper west of Richmond.

Norfolk (Va.) *Virginian and Pilot* (2).—Norfolk *Virginian* and *Daily Pilot* consolidated March, 1898. Average circulation since consolidation, six months, 9,580 daily.

Richmond (Va.) *Bible Reader* (2).—Pays advertisers because it goes into the heart of the home and is appreciated by the women, who have confidence in it and consequently in its advertising. It has a character that gives it a firm hold upon its subscribers, many of whom have read it for years, who prize it highly and read it thoroughly. Our circulation is large and truthfully stands, exceeding 20,000 copies each issue. We print 21,000, which gives us a few samples. Our advertising rate is low, quality and quantity of circulation considered.

WISCONSIN.

La Crosse (Wis.) *Boycott's News Budget* (1).—You want your advertisement in a newspaper with a known circulation. Why not put it in *Boycott's News Budget*? Over 7,500 copies issued every week. If you have anything to sell, trade, etc., advertise in our paper. The result will please you. Better write for rates. They are not too high, but just right.

NEW YORK.

**EVERY
READER IS
A BUYER**

THE POLICE

COMMISSIONERS didn't ask for bids for the election advertising this year, but awarded it to a morning paper, and for this reason about 150 columns of advertising which the MAIL AND EXPRESS carried in October, 1897, was absent in 1898. That's a matter, however, of little importance, except for purpose of comparison.

In October, 1898, despite the absence of the election advertising, the MAIL AND EXPRESS carried more advertising than any other evening paper in New York, printed 247,240 agate lines, which is 47,684 lines more than the next paper on the list, which did not have any election advertising last year or this, and which lost 40,656 lines when compared with the same month of 1897. The high-class evening papers combined, other than the MAIL AND EXPRESS, managed to print between them 59,920 lines of advertising less in October, 1898, than in October, 1897.

During the ten months of 1898, ending with October 31, the MAIL AND EXPRESS printed **2,221,100** agate lines of paid advertising. This is a gain of 122,626 lines when compared with the same period of 1897. The MAIL AND EXPRESS carries more advertising than any other evening paper in New York.

During the same ten months the next high-class paper on the list printed 359,772 agate lines of advertising less than the MAIL AND EXPRESS, and lost 204,470 agate lines, when compared with the same period of last year. This was a loss of about 10 per cent of its entire advertising patronage.

During the ten months ending October 31, 1898, the **net paid average** daily circulation of the MAIL AND EXPRESS increased **more than 103½ per cent.**

The circulation of the MAIL AND EXPRESS is greater than that of all the other high-class evening papers of this city combined.

**Every Reader
Is a Buyer**

BORDER DESIGNED BY
CHAS. F. JONES
SUITE 101 WORLD BUILDING
NEW YORK.

An Unequaled Field.



The territory covered by the Chicago Newspaper Union Lists is best described by the term the Middle West. It lies between Ohio on the east and Nebraska on the west, including those States, and within a field reaching northward as far as the North line of Wisconsin and Michigan, and

southward as far as the Ohio River. It is in the Middle West that the agricultural interests of this country have had their fullest and most prosperous development. Here are the homes of well-to-do farmers, whose well-tilled fields, handsome dwellings, and substantial farm buildings testify to the industry of several generations and to nature's bountiful rewards. And here, too, are growing towns and villages which are covered by the circulations of these papers, and whose citizens are among the best customers of the manufacturing and mercantile concerns of the country.

All over this fertile land prosperous cities and towns are found in which diversified manufacturing industries are established, affording employment for millions of operatives and comfortable support for their families.

These lists are published and read in the great States of Ohio, Indiana, Michigan, Illinois, Wisconsin, Iowa, Nebraska and South Dakota. We have confined our field of operations to those States wherein the co-operative plan is used by the best class of papers, and circulation per paper is the largest. For this reason, and in view of the high average in means and intelligence of the readers of these papers, and their standing as to influence and circulation, we feel convinced that our lists are entitled to special consideration from advertisers.

CATALOGUES SENT ON APPLICATION

Chicago Newspaper Union.

OFFICES : { 10 SPRUCE STREET, NEW YORK.
 { 87 TO 93 SOUTH JEFFERSON STREET, CHICAGO, ILL.

SOME FATHERLY ADVICE.

OCTOBER 31, 1898.

To the Ripans Chemical Co., New York:

DEAR SIRS—Regarding Ripans, a suggestion. I am of the opinion that if you would devise a simple and neat display stand for Ripans it would help increase sales—something that dealers could place on their counters or show cases.

It helps the sale of low-priced medicines to have them within reach of a customer. A customer comes into the store to buy something. While the salesman is wrapping up his package, customer looks around. Sees Ripans in front of him. Says to himself, "Hello! there's those things I've seen advertised so much—wonder if they're any good—3c.—don't cost much to try them." To the salesman, "I'll take a box of these, too," and you've driven home the entering wedge, got him to try your remedy. While he carries that box of Ripans in his pocket he'll read every word of every Ripans advertisement that he sees, for he's interested. And the chances are that he will be one of the thousands of regular consumers of



Ripans. Something like above is what I had in mind—a card box with stand, something cheap enough to pack one with each gross.

Take Bromo Seltzer for instance, one of the biggest sellers among proprietary medicines. It has had no general advertising to push it, but it had a neat little wire stand holding a dozen small-size and a sign, "Bromo Seltzer 10c., Cures all Headaches." For some years this wire stand and sign, on the druggist's show case, was all the advertising this article had.

Another suggestion. Don't slang-wang the druggists. I know, as you know, that there are many cranky, mean, pig-headed men in the drug business. When you feel obliged to write or talk of this class, call them mean, cranky or pig-headed men, but not mean, cranky or pig-headed druggists. Druggists resent bitterly anything said against them as a class by the proprietary medicine manufacturers, and it's but truth to say that the medicine men have rubbed it into them pretty hard. "You can catch more flies with molasses than you can with vinegar," anyway, and the manufacturers that have kept on the right side of the druggists have a big advantage.

A writer in PRINTERS' INK, Oct. 26, 1898, says: The medicine man "who exacts eighty cents of the dollar of the retailer and spends ninety per cent of his profit in advertising need have no fear of any combination of dealers to restrict its sale." Now let me tell you something, but don't tell PRINTERS' INK, for it's rank heresy. If the manufacturer keeps friendly with the druggist he can sell just as many goods by spending ten per cent of his

profits for advertising, and keeping 90 per cent in his pocket, and the druggist won't kick over the 80 cents on the dollar either. "For sale at saloons, barber shops and some drug stores" (I quote from memory), will cost you many hundred dollars in advertising to make up the sales it has lost you. It probably sounded real "snappy" to the man who wrote it. It is, and the rancor is so evident that it can not fail to offend, and let me tell you that the man who feels most keenly the slurs cast upon the drug trade is not the dishonest substituting druggist—he is too thick-skinned for that; but the honest, conscientious pharmacist, who feels that he is an honorable member of an honorable craft. He resents what he believes to be vilification of his profession. He's honest himself and believes that nearly all of his profession are like himself. He believes that the "substitution" cry and abuse of the retail drug trade is a scheme of the manufacturers to lower his profession in the public eye, and that there is nothing like the amount of substitution practiced as the manufacturers claim. I think the usual "for sale by all dealers" would have been better. To be sure, it's commonplace, but it would not have created unfriendly feeling.

Also I think that every advertiser should use Ripans, as most rancorous talk and writing spring more from an inactive liver than from an active brain.

Pardon this little lecture. I am a druggist as well as an advertiser, and try to be broad-minded enough to see things from both points of view. It is deplorable to see the "proprietary" men and the druggists, whose interests are so closely allied, at loggerheads. They should naturally be close friends. Just suppose now what would happen if the druggists should start a "campaign of vilification" by telling the manufacturers that "substitution" was a scheme of A. Frank Richardson to keep the manufacturers and druggists apart, so that the latter would think the former their enemies, and thus lead the druggists to discourage the sale of the manufacturers' goods. To the end that the manufacturer would have to spend more money to advertise his goods, and thus bring more money to the advertiser, the advertising man and the newspaper. Yours very truly,

W. A. DAWSON,
Hempstead, L. I.

FAR OFF NEWSPAPERS.

WASHINGTON, D. C., U. S. A., }
November 3, 1898. }

Editor of PRINTERS' INK:

We have read with some interest the communication of Mr. Bell in your issue of October 12 in reference to a list of influential daily newspapers in South America and other foreign countries.

Without discrediting in any way the stock of information you attribute to Mr. H. P. Hubbard, we beg to say that this office is in a position to furnish as much information regarding the newspaper press of all foreign countries as can be found in any office anywhere. By means of extensive connections throughout the world, we keep closely in touch with this very information, and the fee of \$25 which Mr. Hubbard proposes to charge for the information Mr. Bell desires would be about five times what the service is worth, and we will be glad enough to furnish this information at the low rate we have quoted.

Very respectfully yours,
ASSOCIATED TRADE AND INDUSTRIAL PRESS,
Corner F and Twelfth Streets.

IN THE END.

An ad must pay the customers or it can not pay the advertiser.—Profitable Advertising.

HE THINKS HE THINKS.

BUFFALO, N. Y., Nov. 5, 1898.

Editor of PRINTERS' INK:

I have read with much interest the article of Mr. C. A. Bates in your issue of November and commenting upon the address of Mr. Frank A. Munsey before the Sphinx Club. In connection I would like to repeat the advice given in the same issue by "The Man Who Laughs": "Be consistent, Mr. Bates."

Charles Austin Bates is primarily an advertising writer and planner: he looks at advertising, as all advertising agents should do, from the advertisers' standpoint; he gets his pay from the advertiser. Notwithstanding, he places much of his clients' advertising in the magazines and gets a commission from them.

In view of his "convictions" on the subject, does not this seem rather inconsistent?

My own business is similar to that of Mr. Bates; I get remuneration for my services from my clients; I never ask and never accept a "rake off" from any publication; if it is offered I tell the publisher frankly that I am willing he should deduct the agent's commission from the price asked, but that the advertiser will receive the benefit, and if he is not willing that this be done, I ask him to reward me by giving extra privileges (position, etc.) to my client.

Does not this seem to be the proper method for a man to adopt who thinks, as Mr. Bates says he does, that the expert should not receive pay from both ends?

The whole question is a vexatious one. There is no doubt that the present high standard of American advertising is due largely to the work of reliable advertising agencies. Many of the largest advertisers of to-day would have long since passed to oblivion, probably never have reached the stage of even moderate success, if some advertising agent had not undertaken their development when they were small and almost unknown.

As a consequence, the newspapers and magazines (Mr. Munsey's publication included) have been paid for many hundred thousand dollars' worth of space, which would never have been used, had not the "corrupt and bribe-taking agent" "nursed" many an advertiser along—and at considerable risk to himself, until a success was established.

On the other hand, five advertisers out of ten would have refused to allow an agent to help develop his business, if he had been asked to pay extra for such services, and it seems but fair that publishers generally should be willing to stand the expense of this development, by allowing a commission to the agent who could do for a number of publications collectively what the publications could not do individually. Of course, no one (not even the agents themselves) denies that out of this system have grown many serious abuses, instances of which Mr. Munsey correct y cited, but I believe the fault is with the publishers rather than with the agents (and mind, I write this when I personally steadfastly refuse to accept for my own use any kind of commission or "rake-off" from any one). I believe that the "bribery" of which Mr. Munsey speaks is due solely to the fact that publishers have lost sight of the underlying principle on which the "advertising agent" works—which should be, that his business is to "develop" the advertising of his clients for the common good of all publications whose columns are worthy of the business and which will bring results.

It seems to me that Mr. Munsey would better conserve his own interests and those of the advertising world generally if he would induce his fellow publishers to refuse business from any agent who himself forgets the reason for his existence, and also from the nineteen hundred

and one so-called agents who are daily entering the field, simply as a cloak to cover one or two advertisers who want the commission.

Of course, it is correct to say that advertisers should pay for this, but when so large a majority would refuse to do so, is it not in the interests of the publications themselves to give up a small percentage of their profits for their mutual good?

There are naturally a class of advertisers who are willing to pay an expert for his services. It is that class only that I try to serve; but I think the agent who receives a commission from the publication for developing business is also necessary.

I do think, however, that the agent who gets pay from one end should not expect pay from the other also, especially when he has the "convictions" of Mr. Charles Austin Bates.

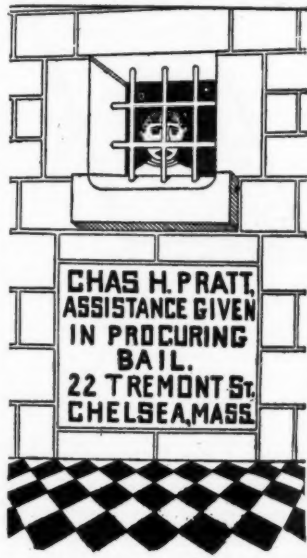
Very truly yours, CHAS. H. FRYER.

IT IS.

Office of
"THE BOSTON HERALD,"
BOSTON, NOV. 1, 1898.

Editor of PRINTERS' INK:

Isn't the inclosed ad from the Chelsea Cath.



olic Citizen novel and original?

H. F. JENKINS.

WINDOW DRESSING JOURNALS.

LOS ANGELES, Cal., Nov. 1, 1898.

Editor of PRINTERS' INK:

Kindly advise me of the names and addresses of some periodicals devoted to the art of window dressing. By giving this your early attention, you will oblige, Yours truly,

JACOBY BROS.,
George N. Black, Cashier.

Harman's Window Dressing Journal and The Show Window, both of Chicago.

ADVERTISING AN INDIAN BASEBALL TEAM.

LINCOLN, Neb., Oct. 31, 1898.

Editor of PRINTERS' INK:

When I first proposed taking an Indian baseball team through the Middle West, wisecracks prophesied that the project would end in failure. Several Indian teams had gone to pieces after brief and inglorious experiences. There seemed little inducement for a man to go into the business. I believed, however, that I had discovered what was wrong with the Indian teams which had preceded me. I reasoned that one must treat the business as he would any other, and do two things in order to win success. First, secure an article of merit, and second, advertise it. In the management of my enterprise I adhered strictly to the plan contained in these two principles. Let me say no more as to the merits of my team than that it played 103 games and won 82 of them. My advertising, however, is the subject which will prove interesting. I secured a supply of printed matter which I saw no reason to change throughout the tour. I added nothing to it except some couriers which I obtained as soon as the nine had made history enough to fill them. My printed matter embraced three and nine-sheet posters, a five-sheet streamer, a stiff window card for use where we could not get a hanger in the glass fronts, a quarter-sheet pictorial hanger, a half-sheet pictorial and four kinds of full-sheet pictorials. My three and nine-sheet pictorial posters represented an Indian ball team at play, and were calculated to thoroughly impress upon the minds of the people who saw them the fact that Indians were to visit their town, and that they were to play the national game. The streamer, which went across the top of each stand, simply read: "Coming, the Great Nebraska Indian Baseball Team." The object of these big stands was to stir up the natives and get them to asking questions about the team. I also used upon the billboards a three-sheet poster calling attention to the United States law upon the subject of selling liquor to Indians, and at the bottom of each of the posters was a threat to prosecute any one whom I caught dispensing red liquor to Poor Lo. This poster showed that I had the genuine savages, and not some painted imitation. My window hangers were about equally divided between purely Indian scenes and scenes from the baseball field. The object of this was to convince the people that they would see a good, stiff game of ball, and not a travesty on the sport, and also to show them that it would be played by a team which was a novelty. In the newspapers I printed items of interest about the team and the men composing it. I told of relatives they had who were famous warriors. I described our close games, and expatiated on the teams we had beaten. Early in the season I made arrangements to send to the great dailies in the country through which we played, special dispatches concerning each contest. These were published regularly and did us a world of good. We soaked and saturated the reading public with information concerning our games, and did it so gradually that the dose was not an unpalatable one. Our season was a success, despite the fact that this was an off year for baseball.

GUY W. GREEN,
Manager "Nebraska Indians."

"I DON'T don't know whether to regard this young author as a marvel of courtesy or a phenomenal specimen of assurance," said the editor's assistant. "What has he done?" "Inclosed a stamp to be put on the check in payment for his article."—*Washington Star*.

FROM A SARCASTIC READER.

NEW YORK, Nov. 4, 1898.

Editor PRINTERS' INK:

There must be a special commissioner of the high-priced daily abroad. Every week or two there appears in some advertising periodical an article, or cleverly inserted in an article, a statement on the infinite superiority of the three-cent daily over its penny rival, and of the reader of the one as compared to the reader of the other. Some time in August Mr. Miller Purvis, of Chicago, delivered himself of a long diatribe (published in *PRINTERS' INK*) against penny dailies, their slight value to advertisers, the deplorable inferiority—mental and otherwise—of their readers, etc., etc. In short it seemed that, so far as Chicago was concerned, the epitaph of the one-cent daily had been written. However, as Mr. Purvis naively confessed to having tried the penny daily but once in his life, no doubt, interesting career, none of those publications discontinued.

Now comes another, Mr. Egor, in last week's *PRINTERS' INK*, and tells us in the words of a precocious train-boy that "Passengers who buy a two or three-cent paper usually buy no other, while those who purchase papers that sell for one cent buy two or three different ones. They don't appear to read them thoroughly though, and lots of them are left behind. I notice also that when a passenger clips from a paper it is almost always from one selling for two or three cents. I don't think this is because there is nothing worth clipping in the penny papers, but because readers of higher-priced papers read more thoughtfully." If this doesn't look like an inspired statement, what does? If Mr. Ochs' mission is as high as he says it is, how he has missed it by reducing the price of the *New York Times*. Nobody will read it thoughtfully now. It costs only a penny—therefore its editorials and news will not be read thoughtfully. Therefore it is of slight value to advertisers.

Mr. Purvis' article elicited a deep growl of "twaddle" from the Little Schoolmaster. What has he to say about Mr. Egor?

G. E. F.

SOLICITS DARWINIAN CUSTOM.

WASHINGTON C. H., Ohio, Oct. 26, 1898.

Editor of PRINTERS' INK:

The following ad appeared in the *Daily Herald*, this city, in its issue of October 25. We suggest that it would attract attention in

Fur Work.

I am prepared to do fur work of all kinds. Monkey fur work a specialty.

FANNY MOREY,

Telephone 359. 82 WEST TEMPLE ST.

your "ready-made" ad department. Yours,
J. R. MARSHALL.

ON THE BOARDS.

Pictorial advertising for mercantile establishments and patent medicines has been developed to that point where one has to look twice at a billboard to determine whether the flaming posters in six colors are heralding a dramatic production, a bargain sale, or a cure for coughs, corns or consumption. Alice Neilsen is sandwiched in between a sure specific and a new kind of oatmeal, and Castoria reduces "Cyrano de Bergerac" to absolute insignificance. Where the theaters once had the pick of choice locations they are now relegated to the obscurity of third tier showings, and the commercial "paper" has all the best of it.—*N. Y. Telegraph*

LISTS OF AGENTS.

General Offices
POPE MANUFACTURING COMPANY,
Columbia Bicycles.

HARTFORD, Conn., Nov. 3, 1898.

Editor of PRINTERS' INK:

Will you kindly let us know whether there is a compilation of advertising agents embracing such agents as solicit for magazines, illustrated weeklies, newspapers, and all sorts of periodicals. We are desirous of obtaining such a copy if same is possible, and we thought perhaps you would be able to give us some information on the subject. Yours truly,

POPE MANUFACTURING COMPANY,
A. T. Farrell, Adv. Dep't.

Henry Bright, Tribune Building, New York City, issues a "Directory of the Principal Publications of the United States and Canada Specially Represented in New York and Chicago," which gives a list of all the "special agents." Mr. Bright sends his booklet free. The Commercial Union of Chicago possesses a list of the general agents which all subscribers to its ratings secure free. The subscription costs \$20 per annum.

ARMSTRONG.

LOUISVILLE, Ky., Nov. 4, 1898.

Editor of PRINTERS' INK:

Seeing the "Hercules" advertisement with the muscular-looking arm, and headed "Your Arm," in PRINTERS' INK, of October 26, 1898, I am reminded of an old grocery firm of this city (gone out of existence long ago) and one of its methods of advertising. The firm was H. C. Armstrong. Frequently in its advertisements was a gigantic arm, extended at full length, hand open, and resting upon the palm was a barrel of flour. Underneath was the word "Armstrong." RUFUS PUTNAM.

W. T. BARNUM & CO., NEW HAVEN, CT.

Office of
"THE LADIES' HOME WEEKLY,"
181 Tremont St.
BOSTON, Nov. 4, 1898.

Editor of PRINTERS' INK:

Can you tell us who makes light-weight advertising electrotypes?

Truly, LADIES' HOME WEEKLY.

IN DEPARTMENT STORE ADVERTISING.

Some merchants and advertising men seem to think that when they have strung a few neat phrases together that they have done their full duty in advertising the store. They seem to forget that advertising of the right sort will help lame departments to gain new life and vigor, and keep them in the front rank. An advertising man must be something more than a writer, he must be a store general of good executive ability. If a department lags he must know how to stir it up, and the mere writing of an ad is only the finishing touch. Really attractive offerings must be provided before the advertising man can do his part. The great mistake which many merchants make is to expect advertising to do miracles. If it doesn't they look everywhere for the blame except in the right place.—*Dry Goods Reporter*.

ANCIENT SANDWICH MEN.

The walking advertisement seen in all large cities, and sometimes known as a "sandwich man," is by no means a modern wrinkle. In 1346 a procession of men, dressed to represent straw-covered wine bottles, used to parade the streets of Florence, Italy, being hired by the wine merchants.—*Los Angeles (Cal.) Times*.

MONEY BACK ADVERTISING.

The idea of advertising to give money back if everything is not entirely satisfactory is not in vogue enough in the West. The merchants out here seem to be afraid of it. When a man buys something he generally wants it, or thinks he does. He doesn't buy it for any other reason. The merchant who tells him that if anything is unsatisfactory he can have his money back, tells him at the same time that he, the merchant, believes that his goods are the very best that the price can buy. Any merchant running a legitimate business can afford, in fact ought, to use this method. It gives an air of reliability to the place of business. This idea is not new. It has been used with wonderful success in the East. It is human nature to trade where one has confidence. A man will buy more liberally, four out of five times, if he is convinced that if he made a mistake, or the merchant made a mistake, he could have his money back. As a matter of fact, I believe if a merchant can make it be thoroughly known all over his field that anything bought at his place of business which is not entirely satisfactory for any reason, will be bought back, that merchant has accomplished more than all the pretty sayings and cute catch-lines could in hundreds of years.—*C. V. White*.

TALKY ADS.

What if a man came to you and said: "Down at my store I've some good cheese and muslin and onions and dustpans and turnips and socks and ice cream and codfish and corkscrews"—rattled 'em off as fast as he could sing, and closed by saying: "My prices are are very low."

Wouldn't impress you much, would it?

Suppose he came and said: "I came clear up here to tell you about some cheese that I think you'd like—something really good—rich and crumbly, you know—I believe if you tasted it you'd want more—goes just right with apple pie—comes a little higher than skim milk cheese, but yum! yum! it's so good."

You'd think that cheese was worth consideration, wouldn't you?

But a merchant can't go himself and talk to every body every day. He has to send an advertisement to talk for him.

Then why not let the advertisement talk as nearly as possible in the same impressive way that he would talk? Why jumble a lot of things and not catch the reader's attention with any of them?

Make your ads talk.—*Brains*.

HIGH PRICED AND LOW PRICED.

Because a publication is high priced is no reason why it should receive a comparatively high rate for its advertising; and by the same logic, because a publication is cheap is no reason why its circulation should be regarded with suspicion, and the paper be forced to accept a comparatively low advertising rate. As a matter of fact, the latter is worth just as much to the class of advertisers that occupies its pages as is the former to its advertising patrons. The cheap monthly finds subscribers because it satisfies their literary taste, and not necessarily because they can not afford to pay for higher-priced magazines. Such a publication is worth more to its readers than *Harper's* would be to the same people, and consequently for reaching this class of purchasers its space is decidedly valuable.—*Profitable Advertising*.

"Why is a merchant who does not advertise like a man in a row-boat?" asked the student. "Keeps going backward," guessed his friend. "No; he is trying to get along without sales."—*Spokane Spokesman-Review*.

Farm and Fireside

is famous for two things . . .

Merit and Morals.

These qualities have gained a giant subscription list, and held it.

A better example of an ideal farmers' paper does not exist.

"The Women Folks" are never afraid that their sons or husbands will be influenced by corrupt advertising, for **Farm and Fireside** carries none.

No whisky or liquor advertisements.

No fake puzzle or other fraudulent schemes.

Nothing immoral or below par.

The great Studebaker Company, of South Bend, Indiana, noted the world over as farm vehicle manufacturers, says :

"We hold that the **FARM AND FIRESIDE** is one of the best advertising mediums of its kind in the country. We always consider it one of the first."

If you want to reach the farmer in the most economical way, you must use **Farm and Fireside**.

Circulation, over 310,000 copies per issue.

**Advertising rate, \$1.80 per line,
with ample discounts for space.**

MAST, CROWELL & KIRKPATRICK, Publishers,
 NEW YORK SPRINGFIELD, O. CHICAGO
 108 Times Building. 1529 Marquette Building.

NOTES.

THE *Bookman* (N. Y.) for November begins a series of articles on "A Century of American Illustration."

"CHINA in Transformation," published by Harper & Bros., gives interesting facts about Chinese newspapers.

THE St. Louis *Star* of Nov. 5th initiates a series of biographies of great American editors by publishing one of John R. McLean.

AFTER 1899 it will be illegal to use the State seal and coat of arms in Massachusetts for advertising purposes.—*Chicago (Ill.) Chronicle*.

HENRY NORMAN, the famous correspondent, has been appointed London correspondent of the New York *Times* to succeed the late Harold Frederic.

ON Thursday, November 3, 1898, advertising patrons of the *Western New Yorker*, Warsaw, N. Y., secured the benefit of a paid circulation of 6,100 copies.

A CORRESPONDENT thinks the Omaha *World-Herald* ought to have the sugar bowl, because (he asserts) mail-order advertisers who use daily papers say that the *World-Herald* is the best payer for money expended.

H. J. MCNAMARA is a newsdealer at Tremont, in the suburbs of New York. He says: "My New York *Times* order is 171. That is 165 copies more than I was taking October 9th. Never in the six years that I have been here have I seen any paper except the *Times* make such an increase and keep it up so long as the *Times* has. With all the additions I have made to my order I find I am still short of copies of the *Times*. This morning (Monday, October 31st) I did not have a copy of the *Times* left at 8 a. m."

A CORRESPONDENT thinks the St. Paul *Globe* ought to have the sugar bowl because it is the only Democratic daily published northwest of Chicago, thus giving it an exclusive field in Minnesota and North and South Dakota. This correspondent asserts that the twin cities have five Republican papers to divide the Republican patronage, while the *Globe* has the solid backing of the Democratic party, and both Minneapolis and St. Paul are normally Democratic. The *Globe* is, therefore, he says, the organ of the majority, and the *Globe's* advertising rates are the lowest.

THE question of effective advertising for a local writer of fire insurance has been solved by at least one agent who resides in a Western town of perhaps 15,000 inhabitants, although his plan might not be acceptable to the average newspaper. He makes use of but a single line of local advertising, which reads: "Moral—Insure with Madison." The vitality of the sentence comes from its position among reading matter, he having a contract with the daily newspapers of his town to insert it immediately following the write-up of every fire which occurs there.—*National Advertiser*.

HALL CAINE, whose "Christian" is being played in New York, where a certain scene in it suggesting the temptation of St. Anthony has been made the subject of discussion among prudish people, on November 2d executed a neat advertising feat by inviting all the prominent clergymen in the metropolitan district to witness the performance and afterward making them a little speech. A large number attended and the newspapers gave the matter much space, the *Journal*, for instance, devoting almost an entire page to it, which is more than the best press agent could accomplish.

THE leading morning dailies of Cleveland have had a prolonged argument as to their respective circulation, both making enormous claims. The agitation became so fierce that

the local merchants got together and subscribed sufficient money to pay for a personal canvass of the entire city to decide the circulation of each paper. This move is not indorsed by the publishers, but they are making the best of it by coaching people in advance, and leaving their papers at most every house without orders. It is a mixed up affair, and the merchants will know no more facts at the finish than they do now.—*Up-to-Date Distributor*.

RECENTLY the American Tobacco Co. sent a man to New Haven to introduce its Imperial Mixture among the Yale students. He put out announcements, engraved by Dempsey & Carroll, together with a card stating that a 25-cent package of the tobacco would be given free upon the presentation of the card. A local expert, in speaking of the enterprise, said: "I thought the scheme was all wrong; that it would not pay to taffy the dealer, but would be wiser to compel him to sell the tobacco by creating a demand. The students have taken hold of the thing very well, but some dealers, having a tobacco which they prefer to push themselves, give a package of their own tobacco instead of the Imperial Mixture. The tobacco people will doubtless hear about it sooner or later. You understand that each coupon represents 25 cents in cash to the dealer."

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

CLASS or trade paper wanted, whole or half interest. "YORT," Printers' Ink.

WANT orders for ciras, almanacs, catalogues, books; long runs only. P. CO., Printers' Ink.

WANTED—Paper cutter, 23 in., second-hand, cheap for cash. SUN, Spring Valley, Wis.

WE buy, rent and sell letters replying to ads. PRESS LETTER EXCHANGE, Sta. E, N. Y.

CALENDAR PLATES for '99. Cut prices. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

MAIL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

WANTED—Case of bad health that R-I-P-A-N'S will not benefit. Send 5 cents to R-I-P-A-N'S CHEMICAL CO., New York, for 10 samples and 1,000 testimonials.

DO you use blotters for advertising? Send for proofs of our color plates and calendars. Something unique. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

NEWSPAPER man will invest \$500 in established business within Greater New York. References and full investigation required. Address "WRITER," care Printers' Ink.

STAMPS wanted—U. S. Postage and Inland Revenue stamps bought at a small discount. Any quantity. Write or call. CHAS. WEIL & CO., Bankers and Brokers, 421 Broadway, N. Y.

RETAIL dry goods. One of the best dry goods and general goods advertisers desires correspondence. Has good position, but seeks change. Splendid references. Address "B," Box 572, N. Y.

EXPERIENCED, energetic newspaper man wishes to associate himself with, or acquire controlling interest of, a good weekly or monthly publication. Address, with full particulars, "FRANKLIN," care Printers' Ink.

1,000 ADVERTISING Catch Phrases and Ideas. A little book that will pay for itself every time it is opened. Price 50 cents—or we will tell you how to get it free if you ask. ADVERTISING WORLD, Columbus, O.

"[BEG to acknowledge your pains-taking service," writes a New York publisher who has just secured a competent associate editor through the agency of Fernald's Newspaper Men's Exchange, 21 Besse Building, Springfield, Mass.

I WANT a situation with up-to-date printing house, in which energy, conscientious work and ample experience will be appreciated; modern ideas and capable of executive position; qualified in estimating, buying stock and general office details and management. Would accept responsible position with allied trade. P. O. Box 155, Philadelphia.

DO you want to buy a well established monthly paper in best town in the South! Over 5,000 circulation. Paying handsomely and growing. Great chance for ambitious, energetic man. Will sell all or half interest. If half interest, purchaser can take management on good salary. Satisfactory business reasons for selling. Only a few hundred dollars required. Don't write unless you mean business. Address "SUCCESS," care Box 496, Chattanooga, Tenn.

ADVERTISING manager and expert advertiser desires position with large wholesale or retail concern or leading publication. Is now adv. manager of important daily and of advertising agency. Experience of 8 years includes dry goods, jobbing and manufacturing businesses, patent medicines, etc. Trial salary moderate. References: Detroit, New York, Baltimore, Washington. Knowledge includes rates and peculiarities of all leading publications. Catalogue work a specialty. Address "A.," Box 673, New York.

WANTED—A missionary to labor with the American Tract Society and induce the Society to look at the death trap it at present maintains in its Spruce street sidewalk. When the pit is not open its cavernous mouth is veiled with an iron grating so poorly constructed and so warped out of shape that it is almost a miracle that some woman or girl employed in the neighborhood has not yet broken or dislocated a leg by slipping through. A suitable salary will be paid to a good man who will attempt this missionary work and influence this great Society to reform its evil ways. Address with references, PRINTERS' INK, 10 Spruce St., New York.

WE WANT HIGH-GRADE ADVERTISEMENTS: CAN WE GET YOURS! 50,000 GUARANTEED CIRCULATION. Rates, 25 cents per agate line, each insertion. All ads next to reading matter.
 \$ 1.00 buys 4 lines \$ 14.00 buys 4 inches
 1.25 " 5 lines 17.50 " 5 inches
 1.50 " 6 lines 21.00 " 6 inches
 1.75 " 1/2 inch 24.50 " half col.
 3.50 " 1 inch 49.00 " one col.
 7.00 " 2 inches 98.00 " half page
 10.50 " 3 inches 147.00 " 1 page
 Only first class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 2 1/2-16 inches wide. Copy for an issue should reach us by the 25th of previous month. An ad. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

NEWSPAPER METALS.

HONEST electro, stereo and linotype metals. E. W. BLATCHFORD & CO., Chicago.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

SUPPLIES.

VAN RIBBEN'S Printers' Rollers.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

ADVERTISING NOVELTIES.

FREE sample mailable bill hooks. Business builders. AM. BILL FILE CO., Ft. Wayne, Ind.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ACCOUNTANT.

EASY double entry systems for newspapers. Books examined, opened, closed. FRANK H. KNOX, Troy, N. Y.

MISCELLANEOUS.

ORE specimens \$1 to \$10. Box ass'd by mail \$1. GEM NOVELTY CO., Joplin, Mo.

SWEATY feet, odor cured for 25c. or money returned. D. A. K. ANDRUS, Rockford, Ill.

"NOX'EM ALL." Stories are hand-made, long filler, no added ingredients, equal to 5c. cigar; \$15 per 1,000. Samples mailed, 25c. Sat. guar. JNO. & JOS. LOBMILLER, Wellsburg, W. Va.

AGRICULTURE.

IF you would reach the farmers, use the columns of Lippman's Almanac—one hundred thousand copies guaranteed, and the Memorandum Books—two hundred thousand copies guaranteed. For ten dollars we can give you an advertisement of four lines in the entire edition. These books have been published by us for twenty years.

LIPPMAN BROS., wholesale druggists, Lippman's Block, Savannah, Ga.

BUSINESS CHANCES.

A PROPRIETARY medicine company of more than 30 years' standing is for sale; doing a profitable business in standard remedies known and sold through the trade throughout the U. S. Since the death of the founder business has been in the hands of wife and daughters. This is an exceptional opportunity for parties of large means to secure a long established and highly profitable business at a nominal price. To open negotiations, kindly address "JOSEPH," care Continental National Bank, Chicago, Ill.

PRINTERS.

DISPLAY composition, advertisements the specialty, fine magazine work. KNICKERBOCKER PERIODICAL PRESS, 90 Fulton St., N. Y.

IF you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

EFFECTIVENESS considered, our type is much cheaper than any other. We give better quality, but make no extra charge for extra quality. Why buy even the second best when the best costs you no more? AMERICAN TYPE FOUNDERS' COMPANY. Branches in all the principal cities. Everything for the Printer.

FOR SALE.

\$1 BUYS 4 lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—Ten R-T-P-N's for 5 cents at druggists'. One gives relief.

DAILY paper for sale in a growing city of Mass. Apply quickly to "M. E.," Printers' Ink.

EXCELLENT Cough Syrup. will sell formula. MRS. JOHN F. CROUNSE, Princetown, N. Y.

FOR SALE—Complete hat tip and metal printing business. Apply to C. A. LURMANN, 1061 Hillen St., Baltimore, Md.

1,000 LBS. Long Primer (standard, almost new, copper-face), 14c. lb. Send for sample. LOVELL PGT. CO., Moorestown, N. J.

\$1,000 CASH will purchase a Democratic weekly in Pennsylvania town of 2,500. Established nearly two years. Has share of county printing. Material new; power, Campbell press. "R.," Printers' Ink.

FOR SALE—Half interest in afternoon paper in city of 21,000. Paper clearing over \$400 a month and will double that in less than a year. None but a good newspaper man with \$2,500 cash need answer. Address "E. N.," care Printers' Ink.

OUTFITS, with new or second hand machinery—the most value for your money. Cash or terms. AMERICAN TYPE FOUNDERS' COMPANY. Branches in Boston, N. Y., Phila., Balt., Buffalo, Pittsburgh, Cleveland, Cin., Chicago, St. Louis, Minn., Kansas City, Denver, Frisco, Los Angeles, Portland (Ore.), Spokane, Dallas, Atlanta.

We would like to place your advertising in daily papers.

It is probable that we shall secure for you better service and more for the money than you are getting.

We can only convince you of this by a trial.

When you want a good advertisement inserted in a good paper, address

The Geo. P. Rowell
Advertising Agency,

10 Spruce Street, New York.

IF you are interested in mail-order mediums, we invite your attention to the competitive test made by the Toledo Cooker Company, manufacturers of the Ideal Steam Cooker, embracing a list of some thirty national mediums.

After several months' continuous advertising, the

Woman's Home Companion

was found to be the banner medium, giving more replies that afterward led to sales than any other medium on the list, with one exception only, in which case the results were even. That one exception represents a high-class medium, having more than twice the circulation and an advertising rate nearly three times that of the *Woman's Home Companion*.

Note what this advertiser says in the following letter:

TOLEDO, OHIO, Sept. 10, 1898.

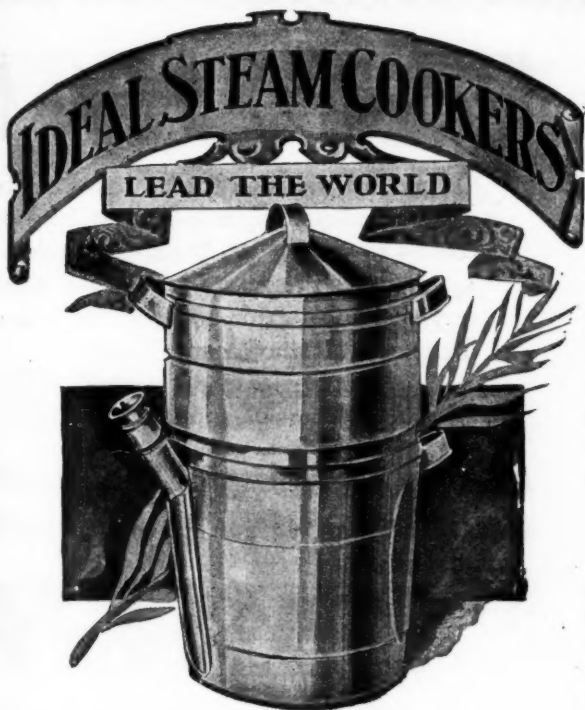
Mast, Crowell & Kirkpatrick, Springfield, Ohio:

GENTLEMEN—We beg to inform you that we consider the *Woman's Home Companion* our banner medium for advertising the Ideal Steam Cooker, and we use about thirty of the principal mediums of the country. The actual results show that, for the money expended, the *Companion* has paid nearly double in comparison with the _____. An inch advertisement in the *Woman's Home Companion* pays as well as the same space in the _____, and at about one-third the cost. Our decision is not reached through single insertions in any publication, but only after several months' continuous advertising.

We are highly pleased with the constant improvement shown in each successive issue of the *Woman's Home Companion*, and consider it an ideal paper for reaching the best class of homes throughout the country. Yours very truly,

THE TOLEDO COOKER CO., Per C. E. Swartsbaugh, Pres.

Beginning with the November issue of the *Woman's Home Companion*, the subscription price was raised from 50 cents to \$1.00 a year, and arrange-



ments have been made with the News Companies to push the sales on all the principal news-stands of the country, and the circulation, which at present exceeds 300,000 copies per issue, will unquestionably be greatly increased in the immediate future. The present advertising rate of \$1.75 a line, with ample discounts for space, will remain for the present.

Let us send you the testimony of many of the largest advertisers, showing that the Woman's Home Companion gives more results for the money than any other high-grade woman's magazine in America.

Mast, Crowell & Kirkpatrick, Publishers,

SPRINGFIELD, OHIO.

New York—108 Times Building.

Chicago—1529 Marquette Building.

**KEEP YOUR
EYE ON . . .**

KANSAS

October 1st trains on the St. Louis and San Francisco
commenced running into Kansas City regularly, placin
centers by giving her 20 complete railroad systems and

The 'Frisco will add 1,500 miles of railroad,
traversing new cattle, mining, lumber and farming port
Territory, Oklahoma and Texas.

The St. Joseph & Grand Island opens up ne
Southern Nebraska, and shortens the running time from

**Fast Morning Trains Will Tra
Section, Adding Thousands of**

“THE

The importance of this new addition to Kansas
overestimated; and it will also make Kansas City one
the foreign advertiser. At least 10,000 new subscribers
list within the next few months.

Early fast train service and a territory second to
wealth makes this certain.

The Times space will prove a profitable investme
sas City Times in your advertising list, as it is the lead

**ROOKERY BUILDING,
CHICAGO.**

THE S. C. BECKWITH S
Sole Eastern Repres

KANSAS CITY

San Francisco and St. Joseph and Grand Island Railroads
 placing her in the world's front rank of railroad
 systems and a total of 28 main lines and branches.

railroad, giving a new direct line to the Gulf, and
 forming portions of Missouri, Kansas, Arkansas, Indian

opens up new trade territory in Northern Kansas and
 saving time from Kansas City to all points in this section.

**Will Traverse This Rich
 Lands of New Readers to**

THE TIMES"

to Kansas City's territory and commerce can not be
 City one of the best points on the advertising map for
 subscribers will be added to the Kansas City Times

second to none in the world in natural and commercial

investment, and, if you want results, include The Kan-
 sas the leading morning paper west of the Missouri river.

WITH SPECIAL AGENCY,
 Representatives.

**TRIBUNE BUILDING,
 NEW YORK.**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, NOV. 16, 1898.

AN advertisement should tell its story at a glance.

THE megaphone is the newest device to be used in advertising.

LANGUAGE that the most simple mind may grasp has equal force with the most cultured.

B. T. BABBITT's soap is known everywhere in the United States, yet who ever saw a Babbitt ad?

LOWER-CASE letters are always more easily absorbed by readers than capitals. A head-line in bold-faced lower-case will be found more effective than one printed in capitals.

THE evolution of the American weekly, during the past fifty years, from a position of the highest dignity and influence to one of comparative insignificance, at least in the popular sense, will be conceded.—*Newspaperdom, New York City.*

To make advertising successful, it is necessary that all the elements of it shall weld into one harmonious whole. The article, the advertisement, the medium, must all work in the same direction. The advertiser may not himself make the article he advertises, he may not prepare the announcements, he may not select the mediums; but he must see to it that the trio are so dovetailed as to make one strong, concentrated impression.

THE newest **PRINTERS' INK** baby is called *Advertisingdom*, and is published monthly at \$1 a year by the Protective Advertising Agency, Troy, N. Y. It consists of sixteen pages, is not specially distinctive, and appears to be principally devoted to the interests of its proprietors.

FROM the standpoint of physics, the fate of the weekly is to die. From the newspaper standpoint the weekly is already dead, said Warren Wilson, of the *Los Angeles Journal*, in his paper on "The Fate of the Weekly," read before the National Editorial Association.—*Newspaperdom.*

AN interesting table compiled by the San Francisco *Bulletin* shows that there are 58 advertisers in San Francisco. Of these 47 advertise in the *Bulletin*, 38 in the *Examiner*, 37 in the *Call*, 29 in the *Chronicle*, 15 in the *Post* and 13 in the *Report*. The *Bulletin's* circulation, by the way, is guaranteed by the Advertisers' Guarantee Company, of Chicago, to be 36,004.

A THIRD candidate for the **PRINTERS' INK** Sugar Bowl is found in the *Los Angeles (Cal.) Times*, which is said to cover more territory and have less competition than any other publication west of Chicago. The only two other candidates mentioned are the *St. Paul Dispatch* and the *Omaha World-Herald*. The *Dispatch* has several friends urging its cause with some ability. The **PRINTERS' INK** Sugar Bowl is to be awarded to the paper west of Chicago that gives an advertiser best service in proportion to price charged.

IT is given as a reason why the **PRINTERS' INK** Sugar Bowl should be awarded to the *St. Paul Evening Dispatch* that it is the only evening paper in the city, has ten thousand more circulation than the two morning papers combined, pays mail order advertisers, surpasses other papers in both quality and quantity of circulation, and because its rates are the lowest, all things considered; all of which would seem to be very good reasons should it not turn out that substantially the same story, or a better one, could be more truthfully told of some other paper. Possibly there may be found a candidate for the Sugar Bowl in *St. Louis*, or *Kansas City*, or *Denver*, or *San Francisco*.

THE Los Angeles (Cal.) *Times* is urged as a candidate for the PRINTERS' INK Sugar Bowl on the ground that it covers more territory and has less positive competition than any other publication west of Chicago. Just how a paper may benefit an advertiser by covering a large amount of territory or just how the value of a paper may be cheapened for an advertiser by any amount of competition has not been made specially plain.

THE Kansas City *Star*, Kansas City, Mo., is mentioned as a candidate for the Sugar Bowl on six different grounds, to-wit:

1st. Because it is read every day in ninety-three per cent of the homes of Kansas City and has besides a very extended yet compact circulation in the immediate commercial territory of Kansas City, and has a very small amount of circulation outside Kansas City's commercial territory.

2nd. Because it has a smaller percentage of street sales in proportion to circulation than any other newspaper.

3d. Because it carries a greater number and variety of local advertisers than any other paper, which proves that it has educated the people to read advertisements, thereby encouraging this local patronage.

4th. Because it has a first-class make-up.

5th. Because it is not a party organ, but is a fearless supporter of all good men and issues, regardless of politics or political preferment.

6th. Because it is always for the greatest good to the greatest number and has a paid circulation of more than 85,000 copies per day.

MAST, CROWELL & KIRKPATRICK, of Springfield, O., have issued a pretty booklet. In it are given views of the firm's departments, and the story is told of the growth of the *Woman's Home Companion*. How rapid that growth has been may be gleaned from a single extract:

This journal, which was established in 1873, passed into the hands of Mast, Crowell & Kirkpatrick in 1883, when it had something like 18,000 subscribers. Previously it had a weak and precarious existence, a waif on the troubled sea of Western journalism. In 1885 the circulation hovered near the 20,000 mark. In 1888 it had grown to 40,000, doubling in three years. In 1890 the circulation had reached 80,000 copies per issue. In 1890 it was 100,000, and two years later it reached the 140,000 mark. During the panic years of 1892, 1893 and 1894 there were still gains in circulation and influence, so that by 1895 the subscription list contained the respectable number of 175,000 subscribers. In 1896 the circulation had increased to 220,000, and in 1897 it had swelled to 256,000. At the present time, September, 1898, the *Companion's* circulation had passed the 300,000 mark, averaging over 310,000 copies per issue for the first six months. What the future has in store for the *Companion* time alone can tell, but judging from its history, extending back over a quarter of a century, a million circulation within a few years is no unreasonable estimate. The doubling process is nothing new for the *Companion*.

PRIMED with the question: What paper published in New York gives the advertiser the best service in proportion to the price charged? a representative of PRINTERS' INK called on several representative publishing houses. Those who did give replies assumed that it had reference to book and not to general advertising.

At Harper & Bros. Captain Drisler was entirely non-committal, and would not, whether for publication or otherwise, vouchsafe an opinion.

The manager at the office of Thos. Y. Crowell & Co. said verbatim: "As an off-hand opinion, and as one who is not specially posted, I should say that for our purposes the *Evening Post* is the best of the evening papers—the *Times* of the morning papers. The *Mail and Express* makes a good second for the former, the *Sun* for the latter. But it is a difficult question to answer. I would add that for substantial literature the *Tribune* is a most excellent medium. The *Sun* is more effective for the sale of light novels."

Mr. Quin, of D. Appleton & Co., was also non-committal. Said he: "When it comes to politics, I have an opinion, but although we advertise in all of the papers, I would not venture to express which I consider the best."

At the Century Company, the PRINTERS' INK man could not even find out whether Mr. Hazen or Mr. Ellsworth was the gentleman to see, and could positively get no reply.

Mr. Crowlinsfield, of Dodd, Mead & Co., said: "If it is a question of book advertising, I should say the *Evening Post*, for five reasons. First, its rate is cheap. Second, its setting of ads is in very good taste. Third, the other publishers use it. Fourth, the literary public—booksellers, book reviewers, authors, librarians and so on—all have come to regard it as the authoritative paper for announcements of new books. Fifth, the circulation, though comparatively small, is very select, and the percentage of waste is so slight as to be nil."

At Scribner's Sons one of the Messrs. Scribner briefly and pointedly said: "We should not care to be quoted."

Mr. Foster, of F. A. Stokes & Co., was at first disinclined to answer, but finally said: "The *Sun*. I think it is superior to the *Evening Post* even."

Mr. Doubleday, of the Doubleday & McClure Co., said: "I have no opinion."

THE successful country newspaper of the future must be a home paper, occupying itself with home news and devoting its space wholly to the section in which it is published. The great dailies and weeklies of the cities have taken from the country newspaper all of its possessions save the home field, and this they can never successfully invade. The sooner country publishers recognize this truth and conform to it the more wisdom will they show.—*Middle Park (Col.) Times*, Oct. 22, 1898.

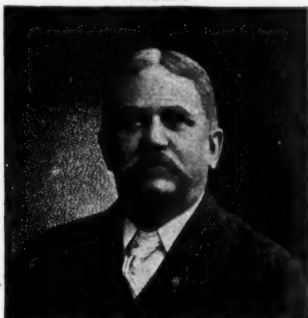
ON pages 40 and 41 of PRINTERS' INK of Oct. 5th Kissam & Co. had a double page advertisement bearing the imprint of Wolstan Dixey. A publisher who saw this and admired it wrote to Mr. Dixey what the preparation of such a page would cost, addressing the same inquiry also to Mr. Charles Austin Bates. Mr. Dixey replied that \$15 would be the price; Mr. Bates replied that if he might use for an ad of his own business space equal to that used by Dixey in the Kissam ad, he would charge nothing for the design and writing, but would expect \$5 for the engraving; in case no Bates imprint was to appear, the charge would be \$15. Which seems to prove that the advertiser believes such an imprint to be worth \$10 to him, in spite of his assertions that it is utterly valueless.

BOYCE'S WEEKLIES.

The Chicago *World* was discontinued with the issue of October 20th. This reduces the circulation of Boyce's Big Weeklies from 600,000 copies weekly to 500,000 copies weekly.—*National Advertiser*.

Here is a weekly with a hundred thousand circulation, owned by a prosperous publisher, snuffed out with a word. It is a remarkable fact about Mr. Boyce's weeklies and their tremendous circulation that, although he deals liberally in generalities and round figures, yet the American Newspaper Directory has never once been able to get from Mr. Boyce's papers a statement of actual issues given with sufficient definiteness to warrant a circulation rating being accorded in Arabic figures. The objection to making such a statement has seemed to be a disinclination on Mr. Boyce's part to put his signature to any statement that is not true. Not even Munsey is more reticent than Boyce about details, dates and signatures.

THEODORE P. ROBERTS.



The birth of a new advertising agency generally does not attract more than ordinary attention; but when the announcement came that the gentleman universally known as "Dick" Roberts had established an agency in Chicago, and that he was dealing out "advertising at wholesale," it produced somewhat of an agreeable surprise in advertising circles.

Theodore P. Roberts is in every way fitted for the task of carrying on an advertising agency. He is familiar with newspaper rates and qualified to place business in the interests of his clients. His work in behalf of Sears, Roebuck & Co. has won for him marked distinction.

Mr. Roberts is not only a veteran in the advertising line, but saw service in the civil war as a commissioned officer in the famous Taylor's Battery of Chicago. He was formerly commander of Phil Kearny Post, G. A. R., in New York, while in his new home he has become a member of the George H. Thomas Post, the largest in Chicago.—*Profitable Advertising*.

TOO UNRELIABLE.

General Felix Agnus, of the Baltimore *American*, is made by the *Fourth Estate* to insinuate that the reason why he doesn't send the American Newspaper Directory a signed circulation statement is that the statements issued from the *American* office, or some other office that the general has in mind, are "too unreliable," or words to that effect.

The American Newspaper Directory has awarded to the Baltimore *American* a circulation rating varying from exceeding 17,500 in 1891 to ex-

ceeding 12,500 in 1895. In 1896 the daily got credit for a circulation exceeding 12,500, and in 1897 no information was received and no rating accorded; therefore the figures exceeding 12,500 stand as the latest rating. The editor of the Directory has recently offered a free copy of his last edition to any one that would prove that this particular paper is entitled to a higher rating, but as yet there has been no application for the book.

The sort of statement the *American* likes to make for Directory publishers is reproduced below from PRINTERS' INK of February 23, 1898. If this sort of statement could be received by the editor of the Newspaper Directory as satisfactory, the average issue of American newspapers would jump up quickly from the point where it now stands, something below 1,900, to a far nobler figure approaching much nearer an average issue of 190,000. General Agnus is a man of broad views and naturally despises details. It will be noticed in the report printed below that the *American* has hit upon the idea that almost every newspaper man jumps at when he wants to tell something that is not true. He does not sign his own name, but he signs some other name; for instance, Irishman, European, American or Polish.

EDITH R. GERRY.



Miss Edith R. Gerry is assistant advertising manager at the great department store of the Siegel-Cooper Co., of New York. When Miss Gerry was asked for some details about herself, she replied: "I'm a pure Yankee and am proud of it. If you're interested in my 'tree,' my grandfather was captain in the Civil and Mexican wars and was a very fat man. My grandmother is a Colonial Dame. I was born in Worcester, Mass. I started life as a stenographer, meanwhile burning the midnight oil, producing poems, novels and histories, which somehow didn't seem to strike the public fancy. I then wandered to Mr. Bates', and the last year I was there had entire charge of his retail syndicate, writing the ads, suggesting about 25 ideas for pictures each week, and attending to printing and correspondence. After that I was at Wanamaker's, New York, a short time. I then went to Springfield, Mass., to take charge of the advertising of the Frost Homeopathic Remedy Co., an affair carried on in exactly the same manner as Munyon's. This firm failed, not because I was there, please mark, but because of lack of capital. Then I journeyed back to my birthplace and did some work for the Shredded Wheat people, Worcester, Mass. Charles F. Jones wrote to me and offered me a position. As I was hankering for New York I accepted with alacrity. Then I came here and lived happily ever after."

To the Editor-

Printers' Ink.

1,305,227 A MONTH.

**Largest Circulation South of
Mason and Dixon's Line.**

State of Maryland, City of Baltimore:

J. W. STODDARD, business manager of **THE BALTIMORE AMERICAN**, does solemnly swear that 1,305,227 is the actual number of copies of the paper named printed, distributed and sold during the month of January, 1898.

Sworn and subscribed to before me this first day of January, A. D. 1898.

JOHN L. HEBB,

Justice of the Peace.

American,

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

Messrs. Hackett, Carhart & Co., the Broadway clothing manufacturers and retailers, recently had a very clever advertisement in the shape of a circular about shirts. The matter of the circular and the illustrations were printed directly on a piece of white cotton cloth. Attached to the cotton cloth was another sample of linen, and the circular explained that the cotton upon which the advertisement was printed was the same as was used in the shirts described. The linen was also a sample of the linen in the bosom. This printing in black ink on the white surface of the cotton made almost as neat and attractive a circular as could be printed on paper, and the novelty of showing the materials in this way caused a great many persons to read it who would not ordinarily read any kind of a circular.

* *

I believe it is always an advantage for any business to have an outsider, or some person not regularly employed in conducting its affairs, to occasionally look through the management and business in every particular. The eyes of a disinterested person often see a great many flaws that are not apparent to those who come in every-day contact with the business. This person who examines into the store ought to also examine into the business of competitors as much as possible. It is by having yourself compared with others that you gain the most information about the good and bad points of your own system. It is not always necessary that this person that makes the examination should be an expert at business, although of course the more one knows about business the more apt they are to discover defects. I know one or two large stores that have in their employ some bright person, usually a woman, who does not stay in the store at all, but goes from store to store on a shopping tour as it were, making comparisons between the merchandise, the management and service furnished by the clerks, etc., with which the cus-

tomers comes in contact. This person looks through the store that employs her from the standpoint of a customer the same as she does through any other store, and every day makes to the general manager a report of what she has seen and heard in the various business houses that she has visited.

Smaller stores that are not able to employ a person regularly for this purpose would find it of advantage to do so occasionally, or to have some one outside of the store connected with the family of the proprietor take the duty on themselves occasionally to make these investigations. The person should of course not be known to the clerks in the store for whom the investigation is being made, so that she may receive in that store the same treatment as a customer would receive. If the clerks in the store know that the person is one employed by the store or otherwise interested in it, it is not very likely that they will expose for her criticism any of their failings.

* *

I find an inclination amongst persons doing small business to talk about their business troubles and failings with their clerks and friends. I was recently in a hat store and heard the proprietor talking to another customer in a friendly way and telling him "business was simply awful to-day. I do not think I have taken in enough to pay my expenses." Now, this undoubtedly was an entirely honest statement, but I do not think it did the business man any good. I do not of course mean that the merchant should pretend that business is good when it is not, but if you can not say anything good about trade, I believe it is much better to keep your mouth shut than to be saying to the public generally that your business is so very bad. Your customers gain a large part of their confidence in you and your business methods by the impression that you make upon other people. If the customer thinks that you have very little trade except his, he is not going to have near as much confidence in the

statements that you make and the goods that you want to sell him, as if he believed there are a vast number of other persons who are trading with you and find that you give satisfaction. There are some people to whom is due a complete statement of the facts about your business. These persons are those sufficiently interested in you and your business to give you good advice or assistance, or to whom you are indebted. There are other persons who have no business in the world knowing anything about your difficulties and trade secrets. I believe that a large part of prosperity or adversity is purely due to public opinion, and therefore the merchant who is known by word or action to lead people to believe that times are hard is the one who is really making times hard by encouraging the thought in the minds of the public, and is therefore not only injuring business men in general, but himself in particular.

INDIANAPOLIS, Ind.

Mr. Chas. F. Jones, *New York*:

DEAR MR. JONES—I have a clothing store and am doing a very fair business. During past years I have spent from \$3,000 to \$3,500 a year in advertising. Last year my expenditure for advertising was as follows:

Daily newspapers, \$1,000; handbills, \$500; posters, \$500; souvenirs, \$600; donations, \$300; church and labor programmes, \$200; baseball score card advertisements and similar things, \$150.

The present season is a dull one, and I think I can perhaps make money by saving it in reducing my advertising expenditures.

Will you kindly advise me in the matter?

Yours truly,

There are always a great many people who think that the best way to make money is by saving it; and while this is true in many cases, I do not believe it is always true in advertising. It is sometimes the liberal advertiser that makes the most money, not the man who cuts down his advertising.

In this instance I believe the trouble with my correspondent is not that he has spent too much money advertising, or needs to spend less, but that he has spent it in the wrong way. I believe he can cut down his advertising expenditure a good deal and get the same results by spending it differently, or if he prefers to have better results, instead of spending less money he can spend the same money in newspapers alone, and will get better returns than by scattering it in so many different kinds of ways. In reducing advertising expenditure where the sums spent are scattered about promiscuously, the

thing to cut off is not the daily newspapers, for that is the backbone of advertising for a retail store, but cut off the fancy frills which amount to so much in cost, but do not amount to anything in substance. If instead of giving one-third of his appropriation of \$3,250 to the newspapers, he would instead give \$2,000 to the newspapers, he would not only get better results, but would save \$1,250 at the same time.

The sums allotted to church programmes and donations I do not think ought to be charged to advertising at all. If the merchant must spend money in this way he ought not to call it advertising, because it is not advertising in any sense of the word. I have nothing against posters or handbills, they are sometimes good and they are sometimes not good. As a rule I think they can all be dispensed with where the store has daily newspaper facilities and only a small sum of money to spend. If the store has a large sum of money to spend it is often well to put a certain per cent in newspapers and still have something left for posters. Nine times out of ten the retail store with a moderate appropriation will do better if it sticks to the daily papers and lets everything else alone.

CHARLESTON, S. C.

Mr. Charles F. Jones, *New York*:

DEAR SIR—What do you think of the cuts used in the attached advertisements? Do they increase their selling power?

Will thank you very much, indeed, for a reply. Yours very truly,

S. T. R.

The advertisements which accompanied this letter are the ordinary kind used by the small retail store, except that the illustrations have no connection whatever with the matter. They appear to have been selected from the general stock of cuts which may have been in the newspaper office in which the advertisements were set. One of them represents a horse running. Another one represents a train of cars. They have evidently been used simply with the idea of having cuts. If the train of cars had been in the advertisement where the horse now is, and the horse in the advertisement where the train of cars now is, it would have made no difference at all in the advertisement. Perhaps these cuts did catch the eyes of one or two more persons than an advertisement without a cut would have done, but I do not think it made them any better

sellers of merchandise. There are only two kinds of cuts that I believe are of material use in a retail store's advertisements. One is that which illustrates the article of merchandise which is for sale. The other is the cut which illustrates the idea of the advertisement without particularly referring to the merchandise. The idea of a cut in an advertisement is to illustrate something. It must do this or it is worthless.

For instance, in an advertisement of clothing the illustration may either show a picture of the garment or garments that are offered for sale, or it may be a general cut showing the idea of clothing, or illustrating some idea pertaining to the clothing business. Thus an illustration of a pair of trousers would briefly indicate that the store sold trousers, or a cut of a tailor sewing would illustrate the idea of making clothes, or the illustration of one man handing money to another, if accompanied by the proper wording, might illustrate either the buying of clothes or the refunding of money if the clothes purchased were not satisfactory, but the mere picture of the horse running, without some connecting thought between the horse and the clothing in the wording of an advertisement, does not to my mind make an illustration which in any way is calculated to produce business.

EVANSVILLE, Ind.

Mr. Charles F. Jones, New York, N. Y.:

DEAR MR. JONES—What do you think of before and after inventory sales? For a number of years past we have always held a sale two weeks before inventory which we called our "before inventory sale," and then again two weeks after inventory we have what we call our "after inventory sale." When we first began these sales they pulled very well, but of recent years they have not paid for the extra advertising. What is the matter with them?

Please do not mention our name, and oblige, Respectfully,

I think this concern has been using the before and after inventory sales as an excuse for a sale, not because the sale was either necessary for the store, or possessed any real merit which customers could appreciate. A sale without merit may succeed the first time, but as Abraham Lincoln said, "You can't fool all the people all the time." There are many reasons why a store may particularly wish to close out certain lines of merchandise before and after inventory. If these sales are conducted properly they have a real reason for their existence, and will always

draw business. To make them draw business special inducements must be offered to the public. If you have too large a stock before inventory and after, the mere fact that you have got this stock and want to sell it is not an inducement to the customer. You must want to sell it bad enough to be willing to make some concession to him. If you are willing to make concessions the customer is usually willing to buy. I am afraid our correspondents here have been having special before and after inventory sales, in name only. They may have been successful as suggested the first or second time, but in the long run I believe they must have even injured themselves rather than benefited themselves, if there have been nothing special about the sales. Above all things I believe a retail store ought to avoid holding any kind of a general sale where they do not do what they profess to do.

There may be another reason why these sales are not now as successful in the city mentioned. Perhaps they have been used by other houses merely as an excuse for advertising rather than in offering any inducement to the people. The sale may have been worn out by others, and this may be the cause for it not interesting the people, even if presented honestly by the house in question.

The following quotation, taken from the *National Advertiser*, contains very excellent advice, not only to the buyer of a stock in a department store, but the small merchant as well who is manager, buyer, etc., of his business. There ought not to be a store that has not something worthy of advertising, and the thing that is most worthy to advertise is the thing to advertise in order to get the best results.

BUYERS AND ADVERTISING.

The buyer who can find nothing in his stock worth advertising is a buyer in name only. He should have at all times goods at his command to offer the public at attractive prices. Better advertise one thing at a loss—and bring a crowd—than to advertise a dozen and keep them away. Be continually on the alert for just such merchandise. If you have a "dead letter" on your shelves put a moving price on it—watch it go. The loss in dollars and cents is not half so great as the loss in "room rent."

Write out the items you would advertise carefully. If a bright thought strikes you, insert it. The ad man welcomes such suggestions. The best advertisements are those which have been the products of many minds—sets yours to work.—Scranton (Pa.) Great Store.

• The •
Washington Times

With its morning, evening and Sunday editions is the only complete Newspaper in the National Capital.

ITS CIRCULATION

which is guaranteed under a bond of \$50,000 by the Advertisers' Guarantee Company of Chicago, is now *greater than that of the other Washington dailies combined.*

THE PROOF.



The Advertisers' Guarantee Company, of Chicago, hereby certifies that it has, by its expert examiners, proven and attested the circulation of **THE TIMES**, Washington, D. C. The



daily average PAID circulation for the month of September, 1898, was 44,890 copies.

This is guaranteed to the advertisers of the country by a BOND of \$50,000 in the Fidelity and Deposit Company, of Maryland, deposited in the Northwestern National Bank of Chicago.



**Advertisers' Guarantee
 Company,**
 By J. R. MASON, Pres.



Everybody in Washington

Reads **THE TIMES** and its leading business houses advertise in it.

The Times

WASHINGTON, D. C.

Frank B. Conger, New York Representative,

52 TRIBUNE BUILDING.

"POST CHEQUES."

MR. C. W. POST EXPLAINS HIS IDEA IN AN ARTICLE SENT TO THE PRESS.

When one reads an advertisement and determines to send away for some small article, he at once casts about for the best means of transmitting his money. To a city man, visions of a long trip to the post-office, and a possible wait in a line in front of the window, are not pleasant. Postage stamps might do if he had them in sufficient quantity. True, the receipt of the stamps—perhaps stuck fast to the letter—does not add to the joy of the merchant, but that we can not help. Silver coins or inclosed bank notes are flaunts in the face of Providence.

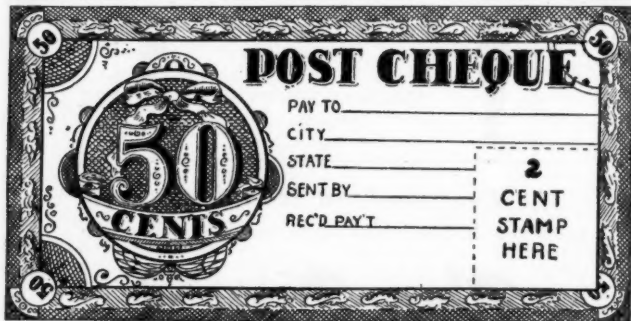
The would-be sender of a small sum of money through the mail is driven to the conclusion that no method of convenient and safe transmission exists at the present day. Some resort to checks on country banks, which cost the receiver 10 cents or 15 cents each to collect. It is manifest that a serious impediment exists, which detracts largely from the possible business of merchants and publishers.

It is fair to assume that, under the present awkward methods, the Government receives toll on perhaps not

well-known merchants, and also before Secretary of the Treasury Gage, a form of postal domestic currency that is the best solution of the problem.

The demand is for currency in general circulation that can be instantly made safe for transmission by mail, and free from the present annoyances. The old-fashioned paper fractional currency that was in existence during the war is remembered with pleasure (as compared with a load of silver) by all those who ever handled it. The smooth, flat-lying bills that one could carry \$10 or \$20 worth of in a vest pocket or neatly placed in a flat pocket-book, without weight and inconvenience, were in very marked contrast with the present knapsack arrangement that the average man makes of his pocket if he undertakes to carry any reasonable amount of small change. These small fractional notes could be sent through the mail, but they lacked the requisite quality of safety, and the Government obtained no fee for transmission.

The post cheque is no more nor less than fractional currency in everyday circulation, while the spaces on the face are left blank. They are intended to replace the silver coin, either partially or wholly. When the indi-



NEW CURRENCY, TO REMAIN BLANK WHILE IN GENERAL CIRCULATION.

more than one-tenth of the total annual sum transmitted by mail, for the reason that people will not take the trouble to obtain Government money orders, but seek in every possible way to transmit their small sums by some other method. Mr. C. W. Post, of the Postum Cereal Co., Lim., at Battle Creek, Mich., has placed before a few

vidual desires to send a small amount of money through the mail, he takes from his pocket-book perhaps a fifty-cent piece and a one dollar piece, without more ado fills in the name of the firm or person to whom he desires the money paid, gives also the name of the city and State, then affixes a two-cent postage stamp in the square indi-

cated, and thereupon signs his name in ink, the signature traversing and cancelling the stamp.

By this act, pieces of money that up to that moment have been negotiable and have passed from hand to hand, are instantly transferred into pieces of exchange, payable only to the payee named, and the toll or fee

in one, two and five-dollar notes, their faces printed in suitable form to allow of proper entries in ink by the sender, and their backs in suitable treasury note form.

The faces will indicate in large figures the denomination of the note. The post cheques are to be redeemable at any post-office. The present



NEW CURRENCY, TRANSFORMED BY THE OWNER INTO EXCHANGE PAYABLE IN BOSTON.

must be made by the sender and cancelled by his signature. It is then ready for inclosure in a letter, and can not be made use of by any dishonest postal clerk or other person than the one named as payee.

It will be observed that the sender must pay the fee, which is an important feature to those merchants who have been receiving small checks by mail, upon which they have been compelled to pay ten or fifteen cents for collection. The average individual esteems a common two-cent postage stamp as of trifling value, compared with two copper pennies, and it is estimated that the government's receipts for fees on post cheques would be a very considerable amount in excess of the present fees obtained, for the reason that practically all sums sent by mail would, under the post cheque system, pay a toll, whereas under the present arrangement, it is estimated that not more than one case in ten yields an income to the government.

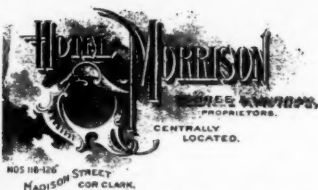
This plan would also dispense with the need of money order clerks and the red tape attendant upon the present clumsy methods. It is proposed to issue the post cheque in five, ten, twenty-five and fifty cent pieces, also

method of large business houses is to properly sign money and express orders, which are deposited with the other pieces of exchange in the bank, and at some time during the day the banker's clerk collects the money therefor at the post-office. This will be the operation in large commercial houses with the post cheque. The postmaster pays out new post cheques when he redeems the old ones, and this method serves an excellent purpose in keeping the notes fresh and comparatively clean as in the case with Bank of England notes.

The post cheque offers a very great convenience to the public, a substantial gain in business for merchant and publisher, and the probability of a large increase in the Government revenue in the money-order department. The matter will be brought before Congress at this term.

A DIPLOMATIC NEBRASKA EDITOR.

There is a diplomacy in truth-telling unsurpassed in the case of the Nebraska editor who, being unable to pay the C. O. D. charges on his bundle of ready-prints, and being obliged to print his paper on an available stock of wrapping paper, apologized in this fashion: "This week our subscribers will notice that the paper is printed on wrapping paper. The reason for it is our inability to get our paper on time."—*Newspaperdom*.



Chicago, Oct 30 1898

Ridans Chemical Co

#10 Spruce St

N.Y. City

Gentlemen

I have seen your Ad in Chicago Daily Papers and would be glad to know if you could use 1 or 2 prominent Citizens Testimonials & Photos as to Merits of your Tablets. Say a Doctor, Judge, Representative or County Official whose face & Testimonials are valuable. I furnished 3 Photos & Testimonials to a big Pat Med Co and think I can render 3 or 4 more. If you can use any of them and are willing to pay for them I would be glad to furnish same. An early reply will oblige

Yours Very Truly,

Address Me
465. Bowling St
Chicago, Ill

MANUFACTURING TESTIMONIALS FOR MEDICAL ADVERTISERS.

FINANCIAL ADVERTISING.

In proportion to their number men engaged in advertising conservative securities understand less about the art and science of advertising than almost any other class of men. Somehow or other the notion has gotten into their head that it mars the dignity of their profession to indulge in advertising. Others think that because some unworthy of countenance advertise extensively it is not wise for them to do

so for fear of being classed with the off-colored sheep. There is not a single bit of sense in that, as every one knows. If a man has a good security to sell and he can recommend it, there is no earthly reason why he shouldn't take any legitimate means to have investors understand that fact.—*American Investments.*

BIGGEST LIAR IN THE STATE.

—Boone (Ia.) Republican.

STILL A CHANCE FOR BUSINESS.

The monotonous voice of the trainboy broke in upon the meditations of the sleepy traveler.

"All papers, any of the sporting or comic publications, books by popular authors"—

"Not any," drowsily answered the traveler.

In a few moments the boy came back and spoke to him again:

"Bananas, oranges, ap"—

"No!"

Again the boy went away, and again he came back.

"Figs, chocolate caramels"—

"Don't want anything. I wish you would quit bothering me."

Once more the boy went away and once more he returned.

"Now, see here, young chap," said the traveler, thoroughly awake by this time: "I don't want any lead pencils, prize packages, stationery, books, papers of any kind, cigars, fruit, candy or skull caps. I have no use for nuts, shelled or otherwise, and you can't sell me any soap, buckles, combs, razor strops, cuff buttons, pins, almanacs, cornstarch, rugs, walking sticks, mustard spoons, umbrellas, night shirts, clothespins, brocaded silks, rubber bands, carpets, bicycles, shaving mug, yachting caps, diamonds, knives or forks, cut glass, flour, bacon, pickle dishes, perfumery, coffee, tea, fine-cut tobacco, coal, baby carriages, elephants, horses or any other kind of animal—four footed or otherwise—saw logs, mining stock or real estate. Now, will you go away and let me alone?"

"Yes, sir," rejoined the trainboy in the same monotonous tone. "Want any chewing gum?"—*Chicago Tribune.*

BARGAINS IN FARES.

Why don't the railroad passenger agents absorb a little of this nineteenth century "get up and go" advertising? Why do the railroads not generally use the daily papers and place something besides time-tables in them? Is it because they think it undignified to use the papers like the large departmental stores and advertise "Bargain Rates"?

I am convinced from my own personal observations that since the Lackawanna and Lehigh have lowered the rate from Buffalo to New York to \$10, thousands will take advantage of it who would otherwise put off a trip to New York until winter, and then probably not go at all. A bargain in rates over a railroad will often attract people who would think nothing of spending several times the amount they save on their ticket in a day on some foolish entertainment. The railroad management have not yet learned the full value of newspaper space. They seem satisfied with poor posters and expensive printed matter. If during dull seasons of the year a railroad would advertise largely in the towns which contribute such large numbers of visitors to New York, or Chicago, or St. Louis, "A Bargain Week in Rates," their dividends would surely increase greatly.—*National Advertiser.*

CENTURY OLD FIRMS.

The following have been added to *Truth's* list of century old firms:

E. S. Leadbetter & Sons, druggists—1792, Alexandria, Va.

The Recorder—1792, Catskill, N. Y.—*Truth, New York.*

WHO CAN TELL?

Given the same circulation, is a quarter-page ad in 64 pages as valuable as a quarter-page ad in 100 or more pages—or, in other words, is the magazine which overloads its pages as valuable to the advertiser as the magazine which limits its advertising pages?—*Profitable Advertising.*

SALT ADVERTISING.

Recently I read an article in a United States advertising journal setting forth the advantages that might be derived from advertising some special line of salt. The writer wound up by giving some samples for one-inch display ads, which he deemed might be profitably used to fix the name of some one brand of this great staple indelibly in the mind of the public. It may be interesting to know that in Canada for years Windsor Salt and Coleman's Salt (others also, perhaps) have been freely advertised in our leading papers, the style of ad used being very similar to the samples suggested in this article. That these salt ads have paid is to be inferred from the fact that they still make their regular appearance in general newspapers. In the farming and agricultural mediums of Canada these salt ads have even greater prominence, special reference being made to their suitability for dairy use, etc. The contention of the United States writer that even so cheap an article as salt could be advertised with profit has been already proved by Canadian experience.—*M. S. Thompson (Toronto), in Profitable Advertising.*

A CHINESE ADVERTISEMENT.

As a testimonial to the progress of the Chinese toward English and American ways it is interesting to note their appreciation of the value of advertising in English in the columns of their newspapers. The following notice, which appeared recently in a Chinese paper published in a district where there are many English residents, may leave a trifle to be desired in the way of expression, but it shows a creditable effort to master the difficulties of a foreign tongue. It runs:

"For Sale by private contract without reserve.—4 Ponies, Cavendish, Tag, Sally and a white Griffin.—The 3 first named ponies are quite hacks and will carry a Lady also a Ding hy with mast, sails and oars complete."

OVER-ILLUSTRATION.

A writer in *Fame* thinks that for the advertisers' good the big Sunday papers devote too much space to sensational illustrations and too little to literary matter and news. This isn't likely to bother the enterprising advertiser a great deal, for that gentleman is accustomed to making the best of conditions as they exist. He has the remedy in his own hands. He simply goes in for more illustrations himself—makes them more striking and of better quality. He can be depended on to hold his own, even in competition with the frothy imaginations that dominate certain sections of the forty-page Sunday sheets.—*Ad Book.*

A PLUG PARTNERSHIP.

ADAM FAKER.

T. B. EIKER.—*Nat'l Advertiser, Nov. 2.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CONNECTICUT.

NEW HAVEN REGISTER. Largest circulation in largest city in Connecticut; quality, too.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in **THE REGISTER**.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; \$2,000 monthly. Covers South and Southwest. Advertising rates very low.

WISCONSIN.

THE WISCONSIN AGRICULTURIST, Racine, Wis., is the only English general farm paper printed in the State. Reaches more prosperous Wisconsin farmers than all others.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

THE
Arizona Republican.

A MODERN NEWSPAPER.

HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year at Phoenix, the liveliest town of its class in the United States.

For particulars see

H. D. LA COSTE,
38 PARK ROW, NEW YORK.

AT THE CAPE OF GOOD HOPE.

I wouldn't be without **PRINTERS' INK** at any price. It is interesting and profitable. I now obtain it from London and have subscribed for the next four years. **I. WARD.**
PORT ELIZABETH, Cape of Good Hope,
Feb. 14, 1898.

PRINTERS' INK has over five hundred cash-in-advance subscribers in Great Britain, Ireland and the English Colonies, not counting Canada.

The Great Lakes Territory

is covered fully by

The
Detroit Suns

Drop us a postal
for rates.

Detroit Suns, Detroit, Mich.

AMONG THE LEADERS

The unprecedented growth of **AINSLIE'S MAGAZINE** is a most remarkable example of success that attends excellent effort combined with a most liberal outlay of funds to secure always the best material by the best writers and artists.

128 pages—10 cents.

FAMOUS CONTRIBUTORS
TO **AINSLIE'S MAGAZINE:**

A. Conan Doyle, Bret Harte, Anthony Hope, Stanley J. Weyman, Hall Caine, Robert Barr, Maj. Richard Henry Savage, Ian McLaren, Rudyard Kipling and many other celebrated writers.

Circulation Rapidly
Increasing.

90,000

Copies now guaranteed.

ADVERTISING:

Per page (6½x13½ inches, 24 agate lines), \$50.00; half and quarter pages, pro rata. Discounts, 5 per cent for 3 months; 10 per cent for 6 months; 15 per cent for 12 months.

Correspondence respectfully solicited.
Sample copy on application.

Address AINSLEE'S MAGAZINE, 81 Fulton St., New York.



Booklets

Written,
Designed and
Printed.

I write, design and print Booklets, Circulars and Advertisements of every description. No one has better facilities. No one can do it better. If you mean business write me on your own letter-head telling your needs. I will furnish you a cover design and dummy of a booklet, circular or advertisement. I would advise, *free of cost*, with estimate for the writing, designing and printing complete. Only one order needed. No bothering with artists, engravers or printers.

I attend to the whole business.

WM. JOHNSTON,

Manager Printers' Ink Press,
10 Spruce St., New York.

CHANGE ITS NAME \$25 IN GOLD

Is the amount we offer for
a new name for

THE YOUTHS' ADVOCATE

NASHVILLE, TENN.

It has outgrown its present name; having a national circulation, it is sought for by people of all ages.

Two reasons for the change are: "Youth" indicates only for the young, "Advocate" religious. While it will still be of special interest to young people, and moral in tone, several changes will be made, in order to make it of more interest to the household. In the selection of a new name, we desire something which will, in some way, indicate our purpose to meet the needs of all people, regardless of age and locality.

It is an illustrated semi-monthly journal, of 16 pages, printed on a high grade of paper. About three-fifths matter in it is short stories and long stories of an elevating character. Has several interesting and instructive departments. This offer is open to all. One person may submit three names.

To Advertisers. Our 16-page pamphlet will explain why, if you place an ad with us now, for six times, you get the advantage of 40,000 extra circulation, without extra charge, and why the Youths' Advocate is the best advertising medium on earth, considering rates. In fact it contains considerable wholesome food for advertisers. Send for it. Sample copy of the paper also sent free.

IT'S THE CIRCULATION THAT COUNTS!

That accounts for the success and value of

The Troy Northern Budget

ESTABLISHED
IN 1797

As an advertising medium and up-to-date
newspaper and family journal.

"A Budget Ad Pays"

C. L. MacArthur & Son, Publishers, 16 Third St., Troy, New York.

**THE
WESTERN
PLOWMAN
REACHES
THE FARMER**

**GUARANTEED
CIRCULATION
OVER 33000**

**FALL
ADVERTISING
PAYS**

**WESTERN
PLOWMAN
CHICAGO.**

The Daily Republican

Phoenixville, Penn.

The only daily newspaper in a town of ten thousand and in a community (within a radius of ten miles) of fifty thousand. U. S. Department of Agriculture reports say that this community is the richest in the United States.

For guaranteed circulation rating and description, see American Newspaper Directory.

The Daily Republican

Phoenixville, Penn.

65,000

**Prosperous,
Progressive,
Purchasing
Wisconsin Farmers**

can be reached effectively and economically by an advertisement in the WISCONSIN AGRICULTURIST, Racine, Wisconsin. The only paper of its kind in the State. The largest farm circulation west of Ohio. The advertising rates are lower in proportion to proved circulation than those of any similar paper.

Here are some sample prices for two months or eight times:
5 lines, \$6.80; ½ inch, \$9.52; 10 lines, \$13.60; 1 inch, \$19.04;
1½ inches, \$26.88; 2 inches, \$35.84.

Sports Afield

The Sportsman's Vade Mecum.

Is to-day the most popular of Western magazines. Founded twelve years ago by CLAUDE KING, a practical sportsman of some literary ability, it has a hold

on the respect and liking of a powerful clientele that the wise advertiser will appreciate. If not acquainted with SPORTS AFIELD, oblige us by sending in your name and address. Its features in the way of literary and informative articles are unique. **SPORTS AFIELD PUB. CO., 358 Dearborn St., Chicago.**

TO GET CUSTOMERS

advertise in their favorite family paper —

The **Evening Journal**

Average Circulation
in 1897,

14,756

OF JERSEY CITY, N. J.
Actual Average Circulation for November,
December
and January, **15,407**

A Guaranteed Paid Circulation of 25,000 Copies Weekly

wholly among farmers, is what makes the Bangor, Me., **Weekly COMMERCIAL FARMER AND VILLAGER** one of the strongest possibilities for agricultural advertisers in New England. It is the most successful weekly paper ever published in Maine.

If you want the best results, put your advertisement in a successful paper.

J. P. BASS & CO., Publishers,
BANGOR, MAINE.

PERRY LUKENS, Jr., N.Y. Representative, Tribune Bldg., New York.

PROGRESSIVE BUSINESS MEN

Advertise in **THE ARGUS**

Shall we
tell you
why?



THE ARGUS COMPANY, Albany, N. Y.
James C. Farrell, Manager

The Bicycle Trade and Rider,

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

THE CYCLING WEST

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

WE HELP BOTH.

NO OTHER CYCLE PAPER REACHES
OUR FIELD.

WE ARE ALONE.

Write us for special inducements.

The Cycling West Publishing Co.

BOX 133.

DENVER, COL.

IF YOU KNEW

of the splendid and prosperous condition of modern MISSOURI at the present time as we do, you would not hesitate a moment to lay your business propositions before her people. The millions of bushels of small grains in the bins; the millions of bushels of corn now ripe and safe from frost; the multiple of thousands cattle, sheep, hogs, horses, mules and poultry and eggs now going to market.

HOW TO MAKE MONEY

We have said nothing about the immense crops of berries, small fruits and vegetables, or the main fruit crop, all of which have combined to send the farmer seeking a market for his money. One outlet will be through the things he buys. An ad in COLMAN'S RURAL WORLD, ST. LOUIS, Mo., will reach all the best people in modern MISSOURI.

WOULD YOU DO IT?

Circulation That is Circulation

Sample copies and papers sent year after year to a list of names who have once been subscribers, since paid or not, is by some publishers called circulation.

Farm-Poultry claims that circulation means only those copies which are bought and paid for by the year or from newsdealers each issue. Such bona fide circulation is all you are asked to pay for when you advertise in **Farm-Poultry**. The character of the paper is high; its influence among readers is large because it contains practical, helpful matter.

FARM-POULTRY

Goes into families; is read extensively by women. Therefore all advertisements that appeal to family wants can be profitably placed in it to good advantage.

It is published semi-monthly. Forms close the 5th and 20th of each month. Sample and rates sent on application to.

I. S. JOHNSON & CO.,

22 Custom House Street, Boston, Mass.

One trial brings results

Not only the best
but the cheapest.

..The.. Hartford Times

charges less than 1c. per inch per thousand circulation—daily. Other Hartford papers charge from 100 to 500 per cent more than **The Times**.

**The Times gives you
all you contract for.**

Circulation : Printed, Sold
and proved....

Daily, . . . 15,000
Semi-Weekly, 7,700

**Address, THE TIMES,
Hartford, Conn.**

Statements Proved !

The Nickell Magazine

A GROWING MEDIUM

AND A PAYING ONE.

READ

[Copy of Letter.]

THE NEW ENGLAND NEWS COMPANY,
14 to 20 Franklin Street.

PUBLISHERS NICKELL MAGAZINE.

Boston, September 23, 1898.

Gentlemen: We are glad to inform you that we consider your publication one of the strongest-selling magazines on the market.

No monthly magazine which we handle has stood the summer months in better shape, and none has had a smaller percentage of unsold copies returned than **THE NICKELL**. We have been obliged to make requisitions for more copies four distinct times this month in addition to our original order.

We are, very truly yours,

(Signed) **THE NEW ENGLAND NEWS CO., JAMES TENT, Manager.**

[Copy of Extract from Letter.]

We are pleased to report to you that we have found the columns of your publication bring us greater returns than any other used during the past year. Wishing you all future success, we beg to remain,

Very truly yours,

(Signed) **NEW ENGLAND PIANO CO., THOS. F. SCANLAN, Prop.**

It's a Good Thing To Remember

That when you contract for a poster display on the Brooklyn "L" you get 126 selected locations right where the people see them, the posters are kept clean, renewed frequently and are always there! no goats to eat them up, boys to tear them off or rain to wash them away. Your display is easily "checked up," and you get what you buy!

Cars now Running to New York

GEO. KISSAM & CO.,
253 BROADWAY, NEW YORK.



Is there
anything

in these
propositions

for you?

THE LADIES' WORLD carries
advertising into nearly

Half a Million Homes

It accepts only clean ads and therefore advertisements appearing in its columns have the confidence of the vast army of readers of this publication.

Paid Circulation is the only kind it has to offer. Ninety per cent paid subscriptions, and remainder copies handled by newsdealers. This insures good circulation in all seasons.

S. H. MOORE & CO., New York.



Getting Up a Wisconsin Class for the Little Schoolmaster.

The W. D. Hoard Company,

OFFICERS—
W. D. Hoard, President
A. R. Hoard, Vice-President
H. L. Hoard, Secretary
F. W. Hoard, Treasurer

PUBLISHERS OF Hoard's Dairyman and the
Jefferson County Union.

FINE JOB PRINTING A SPECIALTY.

Fort Atkinson, Wis. Oct 27 1896

Esq. P. Roswell & Co.
10 Spruce St., New York City

Dear Sirs:
If your edition is not exhausted
will you kindly send a copy of your
book of letters in favor of advertising in
and subscribing for *Printers Ink*, to
the following principal advertisers in
our city. We want to assist you all
we can. You are helping the newspaper men a great deal
and the advertising men.
N. M. Hopkins, C. A. Becker, H. P. Pettit,
G. W. Wilson, D. A. Bullock, John Hager,
Elbert Bros, C. B. Tomaley, Christ Telleb,
R. S. Bauer, Geo. M. Allen, Theo. Rogers.

I will do what I can to secure a list for
you here
Yours truly

W. D. HOARD COMPANY,
Per *W. D. Hoard*
Secretary.

WHAT A FIVE DOLLAR BILL WILL DO.

The head of our firm was for a long time in the employ of one of the leading Street Car Advertising Agencies of New York City. His entire time was given to the originating of plans of advertising for the various concerns who contemplated placing business with the agency or who were already its customers. These plans were put in typewritten form of a handy size so as to be easily read. The plans were made as comprehensive as possible, giving a prospective customer all the information he desired as to rates, locations, sizes of cards, etc., etc. In addition to this, each of these books contained one or more miniature sketches in color, giving the agency's notions as to the proper signs to use. Furthermore a liberal assortment of ideas for the reading matter on the cards was given, so that a customer could pick out those he liked best and have them incorporated with the design he selected for his use. The plan suggested to the prospective advertiser was not based solely upon the ideas of Mr. Gibbs, but was usually founded upon the experiences of the most successful advertisers in the street cars, together with the practical ideas of the leading Street Car Advertising Agents.

Mr. Gibbs seemed to be well fitted for this kind of work, as he had been successfully engaged in designing street car cards for a long period previous to this time. Hundreds of his productions were in daily use wherever street car advertising was done, and many prominent concerns seemed to fancy him an authority upon that class of work.

These plans gave the prospective advertiser just that sort of information he most wished to secure. They showed him what to adopt and what to avoid, gave him sensible advice upon printing and lithographing, and, in fact, furnished him with all the particulars he needed.

These plans, in the majority of cases, and especially when carefully followed by the advertiser, were productive of gratifying results.

Now it has occurred to the present firm of the Gibbs & Williams Company that their already large and rapidly increasing street car business could be still further increased, if plans like those mentioned were submitted to those concerns who are thinking seriously of doing car advertising.

They therefore make this liberal proposition:

For the sum of five dollars, sent with the order, they will prepare a complete plan of advertising for any article, giving the cost of advertising in any specified locality; the number of cars on the various lines; terms, etc., etc., but what is of special interest, a scheme of advertising the goods, with a carefully prepared sketch or two, in color or black and white, also a number of written advertisements, compiled in a breezy, interesting fashion calculated to attract and interest passengers.

Now in order to show that it is not a man's five dollars they are after they agree to allow that same amount of five dollars on any order they may receive as a result of the plan submitted by them.

Summed up, therefore, the proposition is this: An advertiser is to buy of the Gibbs & Williams Company, for the sum of five dollars, their knowledge of street car advertising as applied to his particular line, together with suggestions for the advertising he wishes to do. If the advertiser concludes to do business with the Gibbs & Williams Company, and places an order with them, then the five dollars must be looked at simply as a *payment on account*.

It is believed that this offer will appeal to many who are about to enter the street car field, and while it is not expected that there will be any great rush to take advantage of it, it is supposed that quite a number will avail themselves of it.

Will you be the first?

Address, with samples of printed matter or written information, describing the article to be advertised; together with a check for five dollars,

The Gibbs & Williams Company,

Lithographers and Printers to the up-to-date Street Car Advertisers,

18 and 20 Oak St., New York.

Telephone 2085 Franklin.



TWO HEADS ARE BETTER THAN ONE.

New Orleans Pre-eminent.

Notice these figures on two of the principal products of the country.

COTTON.

Exports for year ending August 31st, 1898:

New Orleans,	2,384,000 bales.
Galveston,	1,514,980 "
New York,	763,666 "

WHEAT.

Notice the great advance New Orleans has made during the same period:

Exports for 1897-98,	16,329,163 bushels.
" " 1896-97,	3,912,995 "
Increase in one year,	12,416,168 bushels.

The New Orleans States

The Favorite Home Paper.

These two facts can not be too strongly impressed on the minds of advertisers.

To cover New Orleans, the largest city of the South, it is necessary to use the

Daily and Sunday States.

In circulation, influence, weight carrying and result producing qualities, it "beats them all."

"The Most for the Money."

THE S. C. BECKWITH SPECIAL AGENCY,
New York. Chicago.

Farm News Wins

the esteem of all its advertising patrons because it brings them actual cash results. Its guaranteed circulation of 80,000 each month takes it into the homes of people who have money and will buy if properly appealed to through its columns.

Farm News is THE ONLY PAPER published by its proprietors, who therefore devote their entire time to making it one of the very best of its class. It is easily a leader among monthly agricultural journals.

It is the right sort of paper to use if you wish to make your advertising profitable.

The Garver Publishing Co.

Proprietors;

Springfield, Ohio.

S. E. LEITH,

150 Nassau St., New York,

Eastern Representative.

Big Profits

Have Vanished

Mr. Frank A. Munsey, in his address before the Sphinx Club at the Waldorf-Astoria on October 12, made the following remark: "I want to emphasize the fact that there was never anything deader in this world than the old idea of big profits and small volume. Small profits and big volume have driven this antiquated theory to the wall, and it were well for the people had they driven it to the wall hundreds of years ago."

My competitors sigh for the good old times when big profits and small business were in vogue. Prices were never quoted until they knew what you were paying. Some publishers paid 6 cents for their news ink while others paid as high as 15 cents. Job inks were sold in the same proportion.

It was entirely different with me. I advertised news inks at 4 cents a pound, and job inks at \$1 a pound. It made no difference whether you were a small country printer, or owned a large plant in the city, I had to have your money before I shipped the ink.

I built up a large business and although my competitors claimed that my inks were inferior in quality, they very soon met my prices, and in some cases went below them and offered unlimited credit as an inducement.

When a customer finds my goods not as represented, I cheerfully refund the money and pay all transportation charges.

Send for my price list. Address

PRINTERS INK JONSON

8 Spruce St.,

New York.

THE BEST VALUE TO ADVERTISERS.

IN LITERATURE, ILLUSTRATIONS, TYPOGRAPHY—NONE BETTER.

Have you seen the
Frank Leslie's
NEW and IMPROVED
Popular Monthly

For a Quarter Century 25 cents,
\$3 a year—NOW
10 cents, \$1.00 a year.

SOME OF THE CONTRIBUTORS: William Dean Howells, Edgar Fawcett, Harriet K. Sangster, Kittie W. Paine, Will Allen, George Edgar Montgomery, Darlington, Walter Camp, Louisa Chandler Moulton, George Edgar Montgomery, Frank B. Stockton, Egerton Castle, Col. A. K. McClure and many other noted and popular writers.

Beautifully illustrated by Wenzell, Adams, Pelxotto, Bunnell, Barnett, Goltz, Eaton, Bald, Werner, Grunwald, and other well-known Artists.

A New Story by Bret Harte; The Dingley's "Campaigning with Gomez," and Joaquin Miller's Klondike Articles begin in January number.

The Editions for NOVEMBER and DECEMBER each not less than 150,000 Copies

ADVERTISING RATES—FOR A LIMITED PERIOD: Per Page (34 x 8 inches, 24 Agate lines), \$20. Half and Quarter pages pro rata. Time Discounts: 5 per cent for 3 months, 10 per cent for 6 months, 20 per cent for 12 months.

TO ADVERTISERS contemplating the use of magazines we will gladly send a specimen number of FRANK LESLIE'S POPULAR MONTHLY in its new and improved form, when published, if *Printers' Ink* is mentioned.

Vol. XLV—No. 1, NOVEMBER, Price 10 Cents.

**FRANK LESLIE'S
POPULAR MONTHLY**



First List Publishers' News. O 141-143 Fifth Avenue New York.

FIRST EDITION, 150,000.

FRANK LESLIE PUBLISHING HOUSE, 141-143 Fifth Avenue, New York.

MRS. FRANK LESLIE, President.

FOUNDED 1855; INCORPORATED 1898.

FREDERIC L. COLVER, TREASURER.

THE LARGEST AND BEST
FIVE-CENT MAGAZINE

Each number is worth
double the cost price—
128 pages for only 5c.

The Half Hour

Complete Stories, Poems, Serial
Stories, Editorial Comments, Cor-
respondents' Department, Music
and fine Illustrations.

No cheap magazine gives adver-
tisers as large return.

Make your contracts now and
secure the benefits of the exceed-
ingly low rates.

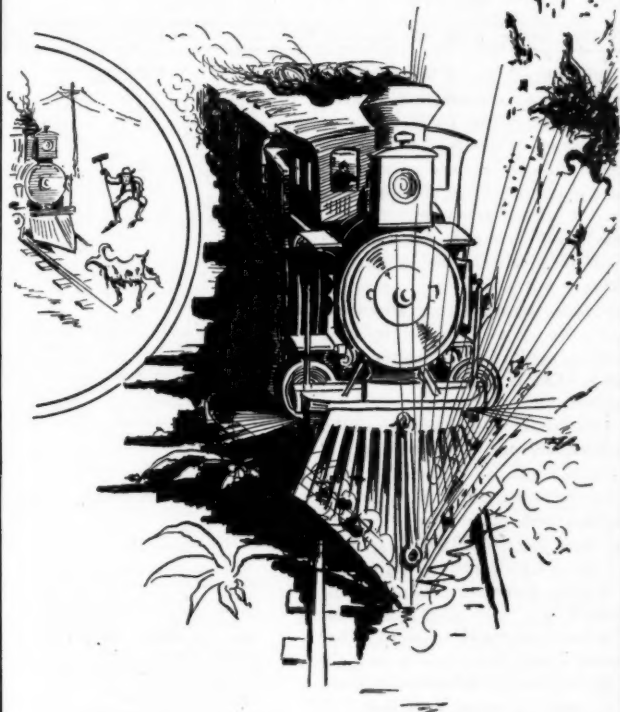
Advertising agents will quote you
prices, or address us.

Copies of the "HALF HOUR"
on all news-stands.

Send for Sample Copy.

George Munro's Sons,

17 to 21 Vandewater St., New York.



Deacon Jones' goat was king of Jonesville until the railroad came. He had "buted" everything into immediate flight, from the yellow dog to the tax collector.

The day the first express train came tearing past at 45 miles an hour, the goat met the engine "halfway."

As the Deacon stood thoughtfully amid the "shower of goat remnants," a friend queried:

"Well, Deacon, what d'ye think of your goat?"

"Oh," said the Deacon, "I admire his courage, but damn his judgment."

And the Deacon's goat illustrates much in business.

Lots of men spend lots of money in courageous advertising and pass into innocuous desuetude.

Judgment in placing advertising brings success.

Advertisements placed in well patronized street cars have proven by profitable results to be good judgment.

It familiarizes the public mind with the article advertised quicker and more indelibly than will any other method.

It reaches more eyes for less money than any other way yet devised.

Don't you want the benefit of our judgment in advertising?

The Mulford & Petry Company

**STREET CAR
ADVERTISING.**

Principal Office:
99 Woodward Ave., Detroit.

Eastern Office:
220 Broadway, New York.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Originality is one of the last things to think about in writing ads. Advertising is just talking about your store and your goods with a view of selling them. Imagine any one recommending a salesman because of his originality. It would be absurd. A salesman doesn't need to be original. He needs to be plain and convincing. He wants to talk about the goods in just the same sensible, straightforward, persuasive way that another good salesman would talk about the same goods. That is what an advertisement needs to do.

This doesn't need to squeeze all the individuality out of advertising. A good salesman may say what another would say, but he naturally will say it a little differently. He won't say it in parrot-like fashion, as if he had learned his lesson by heart. He will speak naturally. His own individuality will creep in, as it ought to. The same way it will into an ad. That doesn't do any harm.

But it does a lot of harm if an advertiser starts in saying to himself, "I will try to say something quite original and peculiar and different from what anybody else has said." If originality is the last thing you think about you will probably achieve it all right, naturally, without trying.

Can you use this idea?

Old Papers

for

Putting under Carpets.
Putting on Shelves.
Wrapping Furniture.
Cleaning Glassware.
Always Useful.

15c.

Hundred.

Closing out sale of flower bulbs.

Hyacinths	4c
Jonquils	1c
Scilla	1c
Anemones	1c
Easter Lily	5c
Calla Lily	6c
Narcissus	2c
Oxalis	1c
Crocus	1c
Snow Drops	2c
Fressia	1c
Ixias	1c
Allium Neapolitanum	1c
Gold Fish	5 and 10c
Singing Canaries	\$2.00

Good, if it's a fact.

Your Linen

Is either the pride or the bane of your life. Let us take care of it, and you'll always be proud of it.

No smudges nor streaks, nor tears, nor broken bands, nor frayed edges—everything just as you want it and just when you want it. Drop us a postal card telling us when to call.

UNION LAUNDRY CO.,

8 and 10 Union St.,

Tel. 452 Chapel.

Groceries.

Pure and Wholesome Native Wine.

I have just secured a large shipment of Pure Native Wine for the coming season's trade, which I will sell at a reasonable price, in quantities to suit purchasers.

Try us for fine Groceries, Wines and Liquors at cash prices.

Books for Boys.

We have one of the largest and most carefully selected stocks of books for boys in the city. Such sterling and wholesome authors as Henty in fine cloth covers, embellished and illustrated for 25 cents each. Oliver Optic, Castlemon, Elijah Kellogg, De Mille, Ellis, Alger, Otis and others equally popular, illustrated and in fine cloth binding, 50 cents each.

DAVID W. COTTEREL,
15 S. Market Square.

Plain and neat.

\$3.00

Winter Tans.

The ideal shoe for the up-to-date young man. Ours combine WEAR with style.

CORUFF'S,
338 Virginia Avenue.

A Good Leader.

Huckaback Towels For 10c. Apiece.

Three hundred Hemmed Huckaback Towels—size 30x40 inches—are to be sold for only 10c. apiece. We can't promise to fill orders for these Towels after to-morrow noon. Come early.

Embossed Stationery.

For society or business uses we do embossing. Note papers, initials, monograms, street addresses, crests, special designs, etc. Business papers, letter-heads, memo forms, envelopes. The work is all done in our own factory. From maker to user saves the middleman's profit.

R. DUNCAN & CO.,
Cor. James and Market Square.
Telephone 645.

Store News.

A Crowded Store

Is good evidence of the values we are giving from our big stock. Thursday (usually an average day with us) was the heaviest day's work we've had and the largest sales we've had the pleasure of recording for years excepting Saturdays. Our salesmen can not repress a smile as they pull out suits from the piles and find them marked in red ink at such prices as \$1.75 for Young Men's Suits up to age 18, and Men's Suits at \$2.00, \$2.85, etc. If you've made up your mind to shop here Saturday come at 8 o'clock in the morning or else put it off till Monday. There'll be several more lots ready for Monday.

SMITH'S
CLOTHING MANUFACTORY,
King St., East Hamilton, Ont.

MOLLAN'S.

The only store dealing exclusively in women's and children's footwear.

There is a kind of kid leather made in this country which is smoother, glossier, as fine in grain and immensely superior in durability to the best product of Europe. It is the best in the world and it is cut into all our \$3.50 and \$4 kid shoes. No daintier, prettier boot was ever put together than our No. 408 and 409 made on Roxbury last of the above material, with best patent calf tip and quarter. A to EE \$4. Ladies' shoes polished without charge.

W. K. MOLLAN, 384 Main St.

I believe this department can be just as helpful to retail advertisers by suggesting special items for them to push as by showing them examples of typographical display or discussing general principles.

Whitney & Co., of Albany, devote a full column and a half to a list of ten-cent articles. Each article is given one line, filled out with a dotted rule and the figures 10c. in full-face type down the right side of the column. I show here the heading and a few of the items, in the shape which they appear in the Whitney ad. Following this I give a list all run in together of the ten-cent articles they offer. I believe this will suggest to a good many

retailers small articles which they might offer in the same way at the same price.

Some of our Ten-Cent Articles

French Shoe Polish.....10c
Silver Cream Polish.....10c
T. M. Shoe Blacking.....10c
French ball bluing.....10c
One bottle fish glue.....10c
P. K. and roll toilet paper.....10c
Stove polishing mittens. Whisk brooms. Feather dusters. Scrub brushes. Shoe brushes. Cloth brushes. Chamols. Library paste. One pound can of paint. Paint brushes. Furniture polish. Napkin rings. Two-hoop wooden pail. Knife boxes. Chopping bowl. Clothes lines. Ten dozen clothes pins. Clothes line pulleys. Clothes line trolleys. Mops. Ten-pin clothes rack. Rat traps. Towel racks. Butter pots. Wooden spoon. Towel roller. Salt boxes. Soap dishes. Butter ladles. French plate mirrors. Breadboards. Sugar bowls. Butter knives. Tablespoons. Sugar shell. Child sets. Table knives and forks. Paring knives. Lamp chimneys. Candles, 1 dozen. B. Burner. Illuminators. Candlesticks. Candle-shades. Paper lamp shade. Lamp brackets. Gas rings. Tripods. Cake salvers. Glass vases. Pint decanters. Bon-bon dishes. India sugar and creams. India salts and peppers. Spoon holders. Vinegar cruets. Cream pitchers. Water pitchers. Molasses jugs. Fruit trays. Berry dishes. Sugar shakers. Olive dishes. Spoon trays. Pickle dishes. Rockingham teapots. Plates (assorted). Cups and saucers (decorated). Brush vases and mugs. One quart white stone pitchers. Flower pots (hanging). Cuspidors. Open vegetable dishes. Platters. Decorated quart bowls. Bouquet holders. Pin trays. Glass ink stands. Toothpick holders. Jardinieres. Figures. Miniatures. Plates. Sauce dishes (decorated). Vases. Indian scrap baskets. Indian work baskets. Splint market baskets. Splashes. Children's strap lunch baskets. Spice boxes. Sugar boxes. Granite dust pans. Taffy pans. All size roasting pans. Wash bowl and pitchers. Wash bowl. Tea strainers. Spirit level. Hammers. Tack claws. Shelf brackets. Coal hods. Steamer No. 8. Tea trays. Call bells. Egg beater. Vesuvius gas stove. Nutmeg grater. Cooking forks. Toasters. Bread raiser. Crusty bread pans. Gem pans. Granite soap dishes. Fourteen-quart dish pan. Twelve-quart pieced water pail. Granite pie plates. Two-pound tea and coffee canisters. Perfection jelly tins. Pancake griddle. Two-quart tea kettles. Colanders. Four-quart oil cans. Flour sifters. Sponge cake pans. Dolls (all sizes). Harmonica. Doll shoes. Watches.

After all, good advertising is just store news plainly told. Brother Bates and Brother Jones agree with me exactly on this point, and that is the reason why our respective departments may seem at times to have a certain sameness. It is the identity of agreement on general advertising principles.

Groceries.

When You Have Time

we would be pleased to show you our new Fruits. We are selling:

New Raisins, 4 pounds 25c.
New Currants, 4 pounds 25c.
New Figs, 5 pounds 25c.

And all other goods at low prices. Our 40c. coffee pleases everybody.

CARPENTER'S,
10 Market Square.

Worth Saying if True.

We have saved at every turn in the gathering. Our large orders helped to keep manufacturers busy at a critical time and when they were willing to make price concessions for such orders. By a special arrangement we reduced shipping charges more than one-half. These and other money-saving methods mean money saving to every buyer at our counters.

A Good Fur Ad.

If You Have Confidence

In the long-wearing quality of your fur garment, it is because you took the word of the maker and not because of your knowledge of furs and fur-making.

Isn't that so?

We fail to recall a single instance where a garment made by us turned out to be different from our representation of it. We are very careful about such things, for if our reputation suffers our business must suffer, too.

Cutelix

Prevents chapping, cures
cold sores and keeps the
skin smooth and soft.***

It is of particular value,
therefore, during the sea-
son of cold winds and frost.

..SOLD BY LEADING DRUGGISTS..

Cutelix Co.,

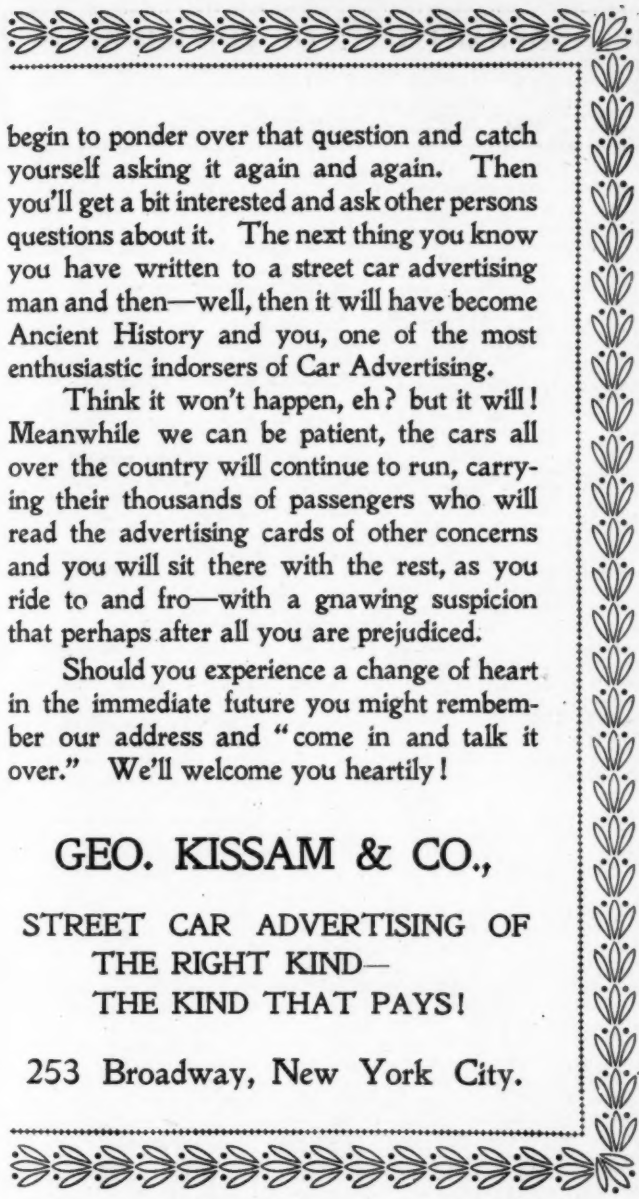
253 Broadway, New York.



Co Our Friends== Our Enemies

You may not believe in Street Car Advertising—but you WILL some day. The day is coming as sure as fate, when you'll look back at what you didn't believe in and wish you had. Meanwhile until that period arrives "the other fellows" will continue using this medium and wax fat and prosperous.

Not that we are finding fault because you don't believe in it. We can't hope to make converts of everybody. The best men and the best methods have always had enemies, and no one idea could be expected to have the indorsement of every one. Some day you'll say to yourself, "Wonder if Street Car Advertising IS any good?" and you'll



begin to ponder over that question and catch yourself asking it again and again. Then you'll get a bit interested and ask other persons questions about it. The next thing you know you have written to a street car advertising man and then—well, then it will have become Ancient History and you, one of the most enthusiastic indorsers of Car Advertising.

Think it won't happen, eh? but it will! Meanwhile we can be patient, the cars all over the country will continue to run, carrying their thousands of passengers who will read the advertising cards of other concerns and you will sit there with the rest, as you ride to and fro—with a gnawing suspicion that perhaps after all you are prejudiced.

Should you experience a change of heart in the immediate future you might remember our address and "come in and talk it over." We'll welcome you heartily!

GEO. KISSAM & CO.,

**STREET CAR ADVERTISING OF
THE RIGHT KIND—
THE KIND THAT PAYS!**

253 Broadway, New York City.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of *PRINTERS' INK* may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. *PRINTERS' INK* "pays the freight."

OCTOBER 21, 1898.

Mr. Charles Austin Bates, New York City:
DEAR SIR—

I am anxious to become a valuable advertising man on a daily paper. I have no desire to enter the adwriting field at all, but I would like to fit myself to take a position on a good paper whose management is desirous of making its advertising pay its patrons. I want to be the man to go around among advertisers advising and helping them in the preparation of their copy and seeing that it is set effectively. My idea is that it is best for a paper to keep what patrons it has and have them use more space, by proving that their ads bring results. To my mind this is better than chasing after a lot of new people all the time, and ultimately giving satisfaction to no one. I am at present engaged in a subordinate capacity on the best country weekly on earth—a copy of which I send you by this mail. I read the exchanges, edit the correspondence and the ad copy, and help with the mailing of the paper. You have been through the mill and know what it is. What would you advise, and what salary should such services as I have outlined be worth? I don't want to stay in the country all my life. Please do not use my name and town.

It is needless for my friend to attempt to hide himself. He says he is engaged on the "best country weekly on earth," and that unmistakably fixes his location. Everybody knows that the best country weekly on earth is printed in each of at least two hundred and fifty towns in the United States.

My own opinion is that the best country weekly on earth is printed at Columbia, Mo., by E. W. Stephens. But this letter doesn't come from Columbia, Mo.

The best thing that my correspondent can do to become a valuable advertising man on a daily paper is to get out among the business men of his town and study their problems from an advertising standpoint. Find out first what it is that makes a certain kind of a store good or bad. That sounds very simple, but it isn't. Most business men believe that their stores are better than those of their competitors. They believe that their competitors are wrong and they are right.

Every business has its good points—and its bad ones. Just in proportion to the reduction of bad points and the increase of good ones is the success of a store assured.

Most of the competitors of John Wanamaker in Philadelphia will tell

you more or less plainly that Wanamaker is a swindler, that his advertisements are full of lies and that his success is the result of accident and unscrupulousness. Ask any business man who is not a direct competitor and he will tell you that Wanamaker has succeeded because he has kept a good store.

The best proof that there has been no accident or luck about his success is that he took a dead store in New York and made a live one of it.

My personal experience with the stores of New York has been limited, but the purchasing member of my domestic partnership talks to me about the different stores. The information I get from this source leads me to believe that the Wanamaker store is the best managed store in New York. Everybody knows that Wanamaker's is not a particularly low-priced place. In fact, the prices charged there are perhaps a bit higher than they are in any other department store in New York, but at the same time the goods are reliable, the service satisfactory, and buying there is made pleasant and easy. There are other stores that have strong points to talk about—points that in many cases would make these stores preferable to Wanamaker's. For instance, I am told that if you are particularly particular about the silk you want to buy and wish to see an unusually strong line, you must go to McCreery's, and that the assortment of real laces at Ehrich's is something to be wondered at. I am also informed that Siegel-Cooper's grocery department is only a shade less good than Macy's.

Every store has its good points.

It must be able to convince some people that it is better than any other store or the people won't go there.

It is the advertising man's business to find out these good points and talk about them. If he can find bad points—weak points—and suggest methods for strengthening them, that also is a part of his business. It is his work to see that the store puts its best foot foremost. If the other foot

is a cloven hoof, by all means keep it in the background until you can get its condition changed. Don't bring out the cloven foot and try to make people believe that it is all right. That is not only dishonest, but it is bad business. If a store is weak on any point, let that point alone and bring out the strong ones.

The advertising man on a paper can not perhaps get so close to a business as the writer employed directly in that business, but he can get close enough to it to see the good points and bad points. He can talk to the proprietor, find out why he thinks he ought to have business, and then he can put this information into the plainest kind of plain English in the newspapers, and if the proprietor is right in his belief the advertisement will bring trade.

The thing most needed in any advertisement is a plain statement of facts. The hard part is in finding the right facts to state. Many business men don't know why their stores are good. At least, they don't know all of the why. I have no doubt that there are points about the Wanamaker store that make it attractive to buyers that the management probably consider of no importance whatever.

The advertising man on a daily paper should encourage his advertisers to recite their troubles. Don't talk advertising to them unnecessarily. Let them talk about their own businesses.

It's always a good deal more entertaining to a man to be allowed to tell his troubles than to be obliged to listen to yours.

If you can stir a man up on his own business and make him talk about it, you will be astonished to find out how many interesting things he can tell you.

He would never think of putting these interesting things into his advertisements because he doesn't believe that they are interesting to the general public. He doesn't recognize their value from an advertising standpoint.

The business man talks for the sake of talking.

The advertisement writer should make him talk for the sake of getting advertising points out of him.

The advertising points must come from within the business. The business man who expects the advertiser to evolve something out of his own inner

consciousness, something that will sell goods, is making a fatal mistake.

What the business man needs is not so much smartness or novelty or originality, but a plain and convincing statement of the real facts about his business.

What the advertiser needs is a knowledge of the stock, the principles and the aims of his customer. He must give the advertisements the tone of the store. He must make his announcements serve as real representatives of a real store to real people. If he has an honest, earnest desire to be helpful to his advertisers he will find his opportunities develop as his acquaintance develops. The proper study of a business writer is business—business first, writing afterward. There are thousands and thousands of people who can write first rate. An advertisement writer doesn't need any particularly transcendent literary ability. If he has this ability, so much the better, but he can write good ads—effective ads—selling ads, if he knows enough about the English language to say plainly and strongly what he means. Fine writing is not necessary. It is not even desirable. The less literature and the more facts, the better. No man wants his ads read for the sake of the ads. He wants them read because of the facts they contain.

This sounds as if I were talking against the advertiser, but I am not. There are very few business men who are able to write plainly and concisely. It requires training to be able to do this. It doesn't require any more talent and genius to be an advertiser than to be a shoemaker, or an architect, or an electrician, or a tailor, but it requires a different kind of training. And the best of all training is the study of actual business in various lines.



Mr. Nathaniel C. Fowler, the original, and so far as I know the only, "doctor of publicity," writes always entertainingly and sometimes sensibly. He has the faculty of making a thing sound reasonable whether it is or not.

I clipped from the Galesburg, Ill., *Evening Mail* the following section from one of Dr. Fowler's articles:

Did it ever occur to you that the shoddy woman of shoddy style, who whitewashes her gingerbread that her neighbors may think she has frosted cake, is sometimes the one who makes the biggest fuss about shopping, and

who often spends the most, and gets the least, for her money.

Really she works harder in getting rid of her money than in getting it.

You have a duty to perform, and that duty is for you to support your town from progressive motives as well as from selfish motives.

If your local store doesn't carry the goods you need, the chances are it is your fault, not theirs. They can not afford to carry good things in great variety if you spend your dollars abroad and your cents at home.

Give your stores the opportunity, and they will give you the goods.

Spend your money in a distant city, and all you will receive are the goods you buy. Spend it in your town and it will come back to you, not only in the goods you buy, but in better streets, better schools and better everything.

Spend your money away from home, and you only receive back the principal.

Spend your money at home, and you get back the principal and everlasting interest.

Read your local papers. It's your duty to know what's going on about you.

Read the advertisements of your local stores. Keep posted on the business of your town, as well as upon the social functions.

Many a good thing is lost to the woman who does not regularly read the advertisements.

I am aware that some stores misrepresent in their advertising, and I also know that you can get cheated at the stores that don't advertise.

All things considered, the store which wants your trade enough to invite you to give it to it, is the safest and best store to trade at, and this store advertises.

The store that advertises is the store that is known, and the store that is known is the store that the trade goes to, and the store that the trade goes to is the store that does the business, and the store that does the business is the store that can not afford to cheat.

There is safety in publicity.

This article is full of good hard sense, but there is one point in which the doctor errs. He says: "If your local store doesn't carry the goods you need, the chances are it is your fault, not theirs."

That is several different kinds of wrong. If a local store wants trade it must first deserve it. If a man wants to start a grocery store in Galesburg, he must start the store. You know that there is one very essential preliminary to the process of skinning a rabbit—you must first catch your rabbit. If you want to sell groceries, you must first get your grocery. You can't stand around on the corner and howl because people go some place else for their groceries when if they would only come to you you would in the course of a few months open a grocery store and supply their needs. They might starve while you were getting in your stock.

If a local store wants to sell local people everything they buy, it must carry in stock everything they desire.

And it can't do it.

There are people in Galesburg—a few people perhaps—who want better

things in any given line than the Galesburg storekeeper in that given line can by any stretch of imagination afford to carry in stock. There is no good reason why these people should put up with the goods of Galesburg when they have the money and the desire for the goods of State street.

For instance, Mrs. Galesburg-Cræsus wants a point lace collar. Is it to be expected that she will find an assortment of expensive collars at the Galesburg store that probably has a call for such a thing a dozen times a year? Isn't she right to go to Marshall Field's for it? And if, while she is there, she finds something else that she needs, isn't it natural that she should buy it?

The local store has its sphere of usefulness which the large city store can never hope to usurp, but it can't ever do the business of the big store. It hasn't the outlet for the goods. It can't carry the varied stocks, and in many lines it can't offer as advantageous prices. *

The fact that people are attracted to the large stores either because of the greater variety of goods or the smaller prices, is a hard fact to the small dealer, but it is a fact, and he has to face it. People go from Galesburg to Chicago to buy their goods because they believe it is to their advantage to do so. They certainly believe that they get lower prices. It is probably a fact that they do get lower prices. If the local dealer can sell the same goods at the same prices, or less, and will tell the people so, he can keep them at home, and that is the only way he can keep them at home, and that is the only reason he ought to keep them at home.

The doctrine of the survival of the fittest is pretty hard on those that don't fit, but it is bound to work itself out. The fittest will survive and the unfittest will have to go to the wall. It's hard on them, but it's good for the people in general.

There is no reason why the people of Galesburg should pay to their merchants higher prices for the same goods than they have to pay to the merchants of Chicago. If they feel like giving the local merchant anything, they had better let him close up his store and go home. Then they can chip in and pay his expenses. That would be cheaper than paying his business expenses as well as his living expenses.

AN IMPORTANT CHANGE

THE CHICAGO WORLD was discontinued with the issue of October 29. This reduces the circulation of BOYCE'S BIG WEEKLIES from 600,000 copies weekly to 500,000 copies weekly. The advertising rate was therefore reduced. The new rate for BOYCE'S BIG WEEKLIES is \$1.10 per agate line per issue, flat rate as heretofore.

There can be no duplication between the SATURDAY BLADE and CHICAGO WORLD hereafter. They were the same kind of papers. The CHICAGO WORLD was published by B. D. Adsit & Co., and run ostensibly as a rival paper. The SATURDAY BLADE far outstripped the CHICAGO WORLD in the race for favor and with the usual result of keen competition the stronger survived, the weaker suffered, and we discontinued the WORLD, for the SATURDAY BLADE is so firmly established that it is not fearful of competition.

We have always studied to benefit the advertiser, our fair rules and equitable plans, together with our proved circulation, always met with favor, for it let advertisers have a show to get Results. A circulation of 500,000 copies weekly and a flat rate of \$1.10 per agate line rivals daily newspaper advertising in price and beats dailies for results. A weekly lives seven days, a daily twenty-four hours.

Boyce's Big Weeklies

**500,000 COPIES
WEEKLY,**

\$1.10 per Agate line per issue.


Boyce's Monthly

**600,000 COPIES
MONTHLY,**

\$2.00 per Agate line per issue.

**USE THEM
AND GET
RESULTS.**

**W. D. BOYCE COMPANY,
Boyce Building, Chicago.**



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 of the
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are not confined to any one social stratum. It has as many regular readers among "the 400" as any other New York newspaper has. Its society news is always most correct and comprehensive, and is regarded as authoritative by everybody.

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